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A Few of Oakland's Assets

A NATURAL CITY SITE—Oakland is built on a level area, miles in extent, gradually rising to the foothills, and its opportunities for growth are unlimited. It is the terminus of three Transcontinental Railroads, and the docking point of Oriental Steamers and ships from all over the world.

WATER FRONT—Oakland Harbor has 27 miles of water front, owned by the city, and eight miles of docks. Millions of dollars are now being spent on water-front improvements.

CLIMATE—Oakland's climate is ideal and leaves nothing to be desired. Temperature averages: Spring 55 degrees, Summer 60 degrees, Fall 56 degrees, Winter 49 degrees. No excessive heat or cold. No fogs, heavy winds or cyclones, No Snow, no frozen water pipes. Electric or Thunder storms unknown. Floods impossible.

POPULATION—Oakland's area, 60.77 square miles. It enjoys all the advantages in culture, education and business traffic of a city of 300,000, and is the trading center of 325,000 population.

EDUCATIONAL ADVANTAGES—Oakland has an excellent school system on a par with the best in the country. Plenty of up-to-date sanitary school buildings, progressive educational methods, and the best teachers and educators that can be employed. The world-famous Greek Theater and University of California a part of its educational equipment. Magnificent Carnegie Free Circulating Library containing thousands of volumes of the world's best literature.

ENTERTAINMENT—Oakland's Theaters have kept pace with the city's growth. The best attractions in drama, opera, and musical comedy that come to the Pacific Coast appear in Oakland. Highest class vaudeville and dramatic stock productions the year round. The home of Idora, the "million-dollar pleasure park," offering Italian and light opera during summer season. Boating on beautiful Lake Merritt; art and instruction at Piedmont Park and Art Gallery, and the City Museum.

THE CITY OF HOMES—Oakland as a "Home" City has won a national reputation. The beautiful hills, which rise gently above the traffic of the city, overlooking the bay and Golden Gate, offer opportunities to the architect, landscape artist and home builder that are unsurpassed in any other city in the country. Realty companies have spent millions in the construction of boulevards, winding roads, and in general development work.

TRANSPORTATION—In addition to every facility for shipping and transportation by water and rail, Oakland enjoys the best equipped and managed street railway, suburban and interurban service in the country.

MUNICIPAL GOVERNMENT—Oakland is an exceptionally well-governed city. The men occupying executive offices are men of unquestioned integrity and ability. There is no room for the gambler or grafter. There is no "tenderloin," no all-night dives, and little to corrupt the youth of the city. Oakland has just put into operation a new charter which embodies progressive ideas in government, providing for initiative, referendum and recall and giving the **people** full power.

GENERAL BUSINESS—Oakland offers great opportunities to the Investor, Home-seeker, Business Man, Manufacturer, Merchant and Wage-earner. There are upwards of thirty Banks and Financial Institutions, with an aggregate capital of Millions of Dollars. The bay shore and water front are dotted with the busy plants of Iron Foundries, Pipe Works, Agricultural Works, Porcelain Works, Rubber Works, Manufactories of Sash and Doors, Blinds, Flaxseed Oil, Oil Cake, Boots and Shoes, Paints, Ink, Gas Engines, Confectionery, Cotton Mills, Cars, Brooms, Knit Goods, Boxes, Notions, Chemicals, Explosives, Cereal Products, Flour and Foodstuffs, besides great Wine distributing depots, Ship Yards, Pottery Works and Canneries, and a thousand and one enterprises in which raw material is modified and transformed for the use and service of men.

Railroads are spending \$20,000,000 in improvements.

A City Hall costing over a million dollars is under construction, as well as a \$2,000,000 Hotel, which will rank along with the best in the United States.

Bank Clearings increased 52 per cent last year, as compared with preceding year. Building permits last year, \$6,655,786.22, a gain of over 20 per cent on preceding year.



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EVARTS I. BLAKE
EDITOR



J. L. PEDERSEN
BUSINESS EDITOR

Greater Oakland

... 1911 ...

A volume dealing with the big Metropolis on the
Shores of San Francisco Bay

Dedicated to the
Chamber of Commerce
and
Commonwealth of Oakland

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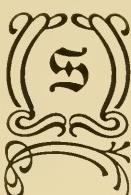
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F O R E W O R D



OME ONE has said "of the making of books there is no end," but when the idea of the present volume was conceived, the publishers felt that here was an opportunity. To put into the hands of a large number of readers throughout the country, a comprehensive story of the recent wonderful growth and development of the big Metropolis on the shores of San Francisco Bay, seemed to us worth while. Oakland has arrived at an important mile-stone in her history, even her near neighbors do not fully realize what a great city she has become.

¶ We have tried in these pages to put before the public in an interesting and forcible manner, some facts as to what Oakland is, and some promises as to what she will be in future years. We have told of her parks, schools, churches and theatres. We have given new and valuable information concerning her financial and commercial interests and a complete record of her Municipal Officials.

¶ To the members of the Chamber of Commerce, and to the several city officials and public men who have contributed articles and other data in order to make this volume as complete as it is, we publicly express our thanks.

¶ In conclusion, we feel some little pride in the rather unusual method followed in bringing this volume before the public.

¶ The plan in carrying forward the work has been unique, in that no remuneration whatever has been received or asked by the publishers, except through the legitimate sale of the book.

THE PUBLISHERS



H. C. CAPWELL

MERCHANT, FINANCIER AND PRESIDENT OF THE
OAKLAND CHAMBER OF COMMERCE

The City of Oakland

*By A. A. DENISON
Secretary Oakland Chamber of Commerce*



A. A. DENISON

THE ENERGETIC AND PROGRESSIVE SECRETARY OF THE
OAKLAND CHAMBER OF COMMERCE

The City of Oakland

By A. A. Denison

HE command of trade routes and the facilities for effecting the greatest economy in the production and exchange of commodities are the determining factors in the destiny of cities. It is because Oakland, California, possesses these advantages that its pre-eminence among American cities is assured.

When the genius of Count de Lesseps constructed the Suez Canal, it recast the commercial geography of the globe and transformed the course of the world's trade.

Another epoch-making event that is to change the current of commerce will be the completion of the Panama Canal, the greatest engineering feat of the centuries. The holding of the world's fair here to celebrate this event is eminently fitting, for, with the completion of the Panama Canal, the great bay which opens to the Orient through the Golden Gate is to become the chief portal of the commerce of the Pacific Coast. By a fortuitous circumstance the early navigators entering this magnificent harbor dropped anchor close by the peninsula which jutted between the bay and the Pacific Ocean, and a great city grew up there.

But when the tide of travel was turned by the completion of the rail routes which have their termini upon the east or continental shore of the bay, a municipality of tremendous potentialities had its beginnings on the Contra Costa or opposite shore, which took its name from the sturdy growth of live oaks, and was called "Oakland."

This city, which has become famous for its residential attractions and its genial climate, developing as a seat of culture, of education and civic character, is now taking its place as one of the chief centers of industry, of commerce and of finance on the Pacific Coast.

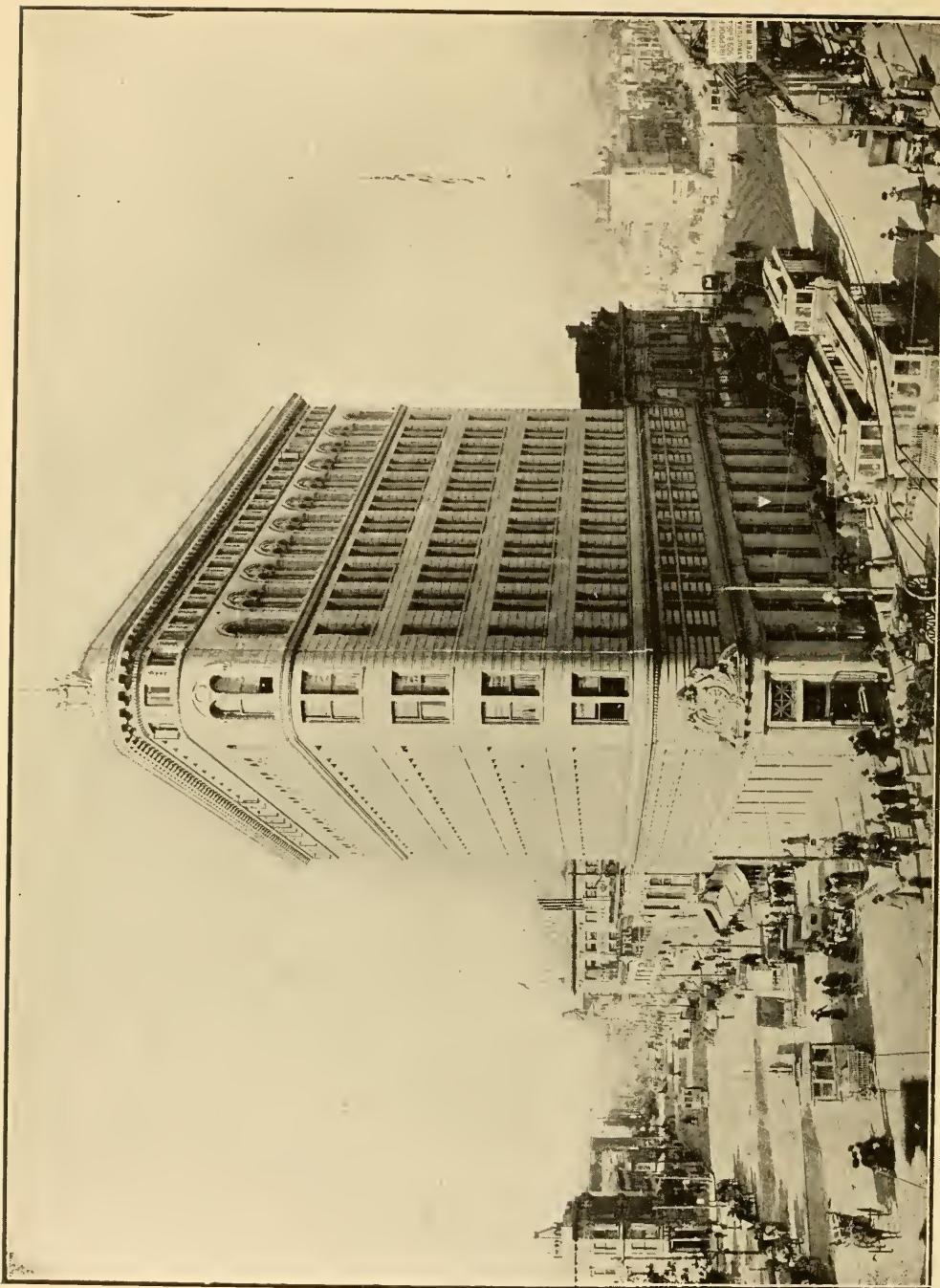
Oakland is now but beginning to come into its birthright of business. Its citizens, aroused to an appreciation of its opportunities, are devoting themselves to industrial and commercial development. The virile spirit of the new Oakland, conscious of its powers and possibilities, has replaced that of the suburban or dependent community. The Oakland of 1911 is a vigorous, energetic city, imbued with a splendid civic spirit. It is a city confident of its own destiny—a city beginning to realize its prodigal natural endowments—a city that is determined to play its part in the great drama of events now shaping themselves on the shores of the Pacific.

Many years ago Bancroft, the historian, pointed out that a great city was inevitable on this magnificent bay, beside the greatest of oceans. Such a city he declared to be an industrial necessity. The ideal location for such a metropolis is on the eastern shore of San Francisco Bay, where that city is rapidly taking shape.

Already along the twenty-seven miles of Oakland's water front car and ship are coming together at the natural point of transfer for the tremendous trade of the Orient. This city is doing its part in accelerating this development, not only by the improvement of its inner harbor, but by facilitating the erection of great terminals on the eastern bay shore for the accommodation of the transcontinental railroad systems which already center here and others which must ultimately reach this harbor.

The elaboration of these plans is in pursuance of a wise municipal policy which recognizes that civic intelligence and engineering skill must supplement natural advantages in creating conditions conducive to commercial development.

Oakland and its sister cities already have under way great terminal docks, quays and



Fourteenth and Broadway, Oakland's Financial Center

warehouses, in anticipation of the tremendous impetus to Pacific Coast commerce, which will come with the completion of the Panama Canal. With a wise foresight these communities are preparing to benefit by the vast expansion of trade with the Orient, that teeming hive of humanity which has from time immemorial been the lure of the traders of all lands.

A great conqueror cheered his legions with the cry, "Beyond the Alps lies Italy," and so we may say, "Beyond Oakland lies the Orient," rich in its rewards for the extension of industry and commerce.

Oakland, "where rail and water meet, is the strongest link in the commercial chain which is binding Occident and Orient. It is the market place at the gate of an inexhaustible depot with the products of the world behind it."

In the ancient world, the theatre of events was upon the Mediterranean. In the middle ages and the early Renaissance the scene was shifted to the countries about the Atlantic Ocean, and now the West fronts the East, and the world's cycle is complete on the shores of the "ultimate sea."

There may be other great harbors on the Pacific Coast, but it has been determined by geography and the contour of continents that this great port which opens to the Golden Gate shall be to the commerce of the Pacific what New York harbor is to that of the Atlantic.

Joaquin Miller, "poet of the Sierras," looking down from his home on "The Heights" back of Oakland, upon the magnificent panorama of city and bay, with prophetic vision wrote:

"Deep below us lies the valley,
Steep below us lies the town,
Where great sea-ships ride and rally,
And the world walks up and down.

"Oh, the sea of lights far-streaming,
Where the thousand flags are furled,
And the gleaming bay lies dreaming
As it duplicates the world."

It is not a matter of accident, but the result of inexorable economic laws that five great railroad systems and a score of

local lines converge at Oakland, California, as the natural point of transfer between land and water carriers.

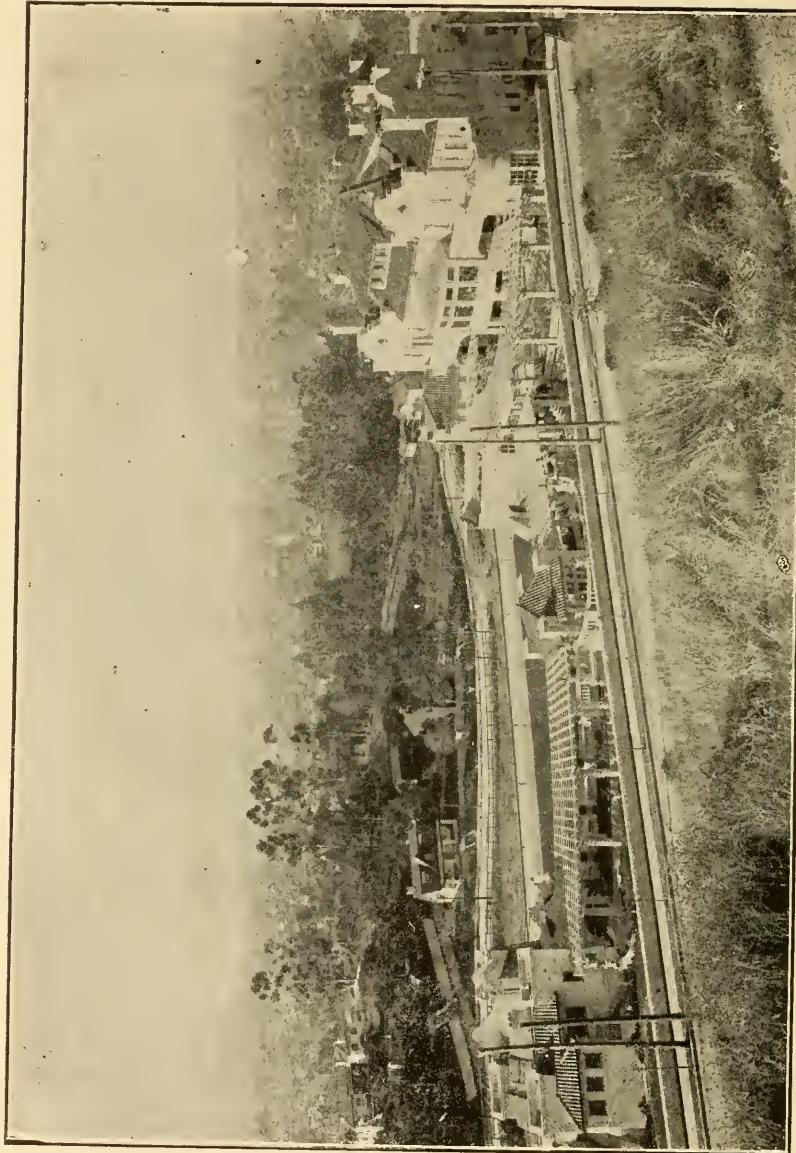
Situated on this magnificent harbor, with unsurpassed wharf and warehouse facilities, Oakland is the logical center to which gravitate the wonderfully rich and diversified natural products of the vast interior valleys of California, traversed by the Sacramento and the San Joaquin Rivers, a domain of varied resources which comprises an empire in itself embraced within the confines of the splendid commonwealth of California.

Another important factor which contributes to make a great city and a great port is the ideal sites which Oakland affords for manufacturing enterprises and the establishment of industries under most favorable conditions. This city singularly combines advantages in assembling raw materials with facilities for their fabrication or transformation and accessibility to waiting markets.

Here is a climate relieved from extremes of heat or cold, where effort is an exhilaration and achievement an inspiration, where the artisan may put forth his best endeavors and participate in the joy of living. The equable climate enjoyed by Oakland and the other bay cities is conducive to the highest efficiency of labor throughout the entire year, while fuel oil and electric energy from inexhaustible sources solve the problem of cheap motive power.

These conditions are being recognized by the captains of industry and the representatives of big interests who are establishing a manufacturing community on the east shore of the Bay of San Francisco that is yet in its infancy, but which must inevitably be one of the greatest industrial centers of the world.

Appreciating the fact that Oakland occupies one of the vantage points of the continent for the command of the commerce of the Pacific Coast and the expanding trade of the Orient, the representatives of big business and industrial interests have been quick to seize upon the opportunities offered in this city and its environs for the establishment of manufacturing enterprises and the east bay shore is rapidly being occupied by important plants, among which



View from Claremont Hills, Overlooking Oakland and Berkeley, California

may be mentioned the Standard Oil Refinery, the second largest in the world; the shops of the Santa Fe Company and of the Pullman Car Company, pipe works, iron works, agricultural works, porcelain works, rubber works, manufactories of sashes, doors, blinds, flax seed oil, oil cake, boots and shoes, paints, ink, gas engine, confectionery, cotton, cars, brooms, knit goods, boxes, notions, chemicals, explosives, cereal products, flour and food stuffs, besides great wine distributing depots, ship building plants, pottery works, fruit canneries and a thousand and one enterprises in which raw material is modified and transformed for the use and service of men.

In the location and encouragement of such enterprises, in the making known of the opportunities which Oakland offers in the promotion of publicity, the centralization of civic activities and in the stimulus to public spirit, the Chamber of Commerce of Oakland has been an important factor.

With the transference of fuel oil by pipe line and the transmission of electric energy by wire, it is no longer necessary to take the mill or the factory to the water-fall or the mill-dam as the source of power, but the power is brought to the place where abundant labor, raw material and facilities for transportation converge. Such a point is Oakland, California. This fact is being realized by its people; it is being recognized by the world, and the result is already felt in the tremendous impetus which is being given to investment and enterprise here.

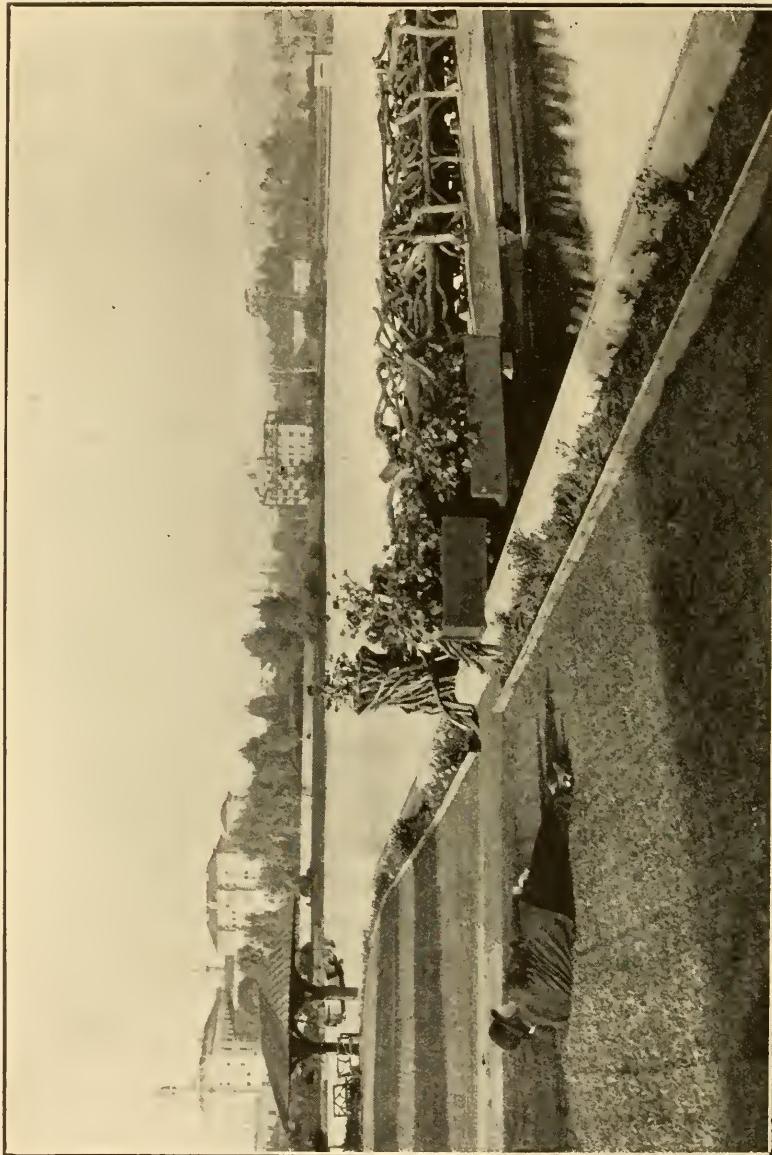
Direct evidence of the new spirit which is moving in Oakland is found in the large civic undertakings in which the city is engaged, especially the expenditure of \$2,500,000 on the construction of a quay wall along its inner harbor, to be equipped with modern warehouses, electric cranes and a belt railway, for the transference of freight at the greatest economy of time and effort; in the elaboration of terminal projects on the east bay shore, embracing in the reclamation more than four hundred acres of submerged lands, which are to be made available under municipal control for factory and warehouse sites, with the command of water and rail transportation; in the erection of a new city hall, to cost a million and a half dollars; in the extension and elabora-

tion of a system of parks, boulevards and public play grounds; in the equipment of a municipal museum; in the installation of a direct pressure auxiliary salt water system for fire protection and the erection of a new building to house its police and fire alarm telegraph system.

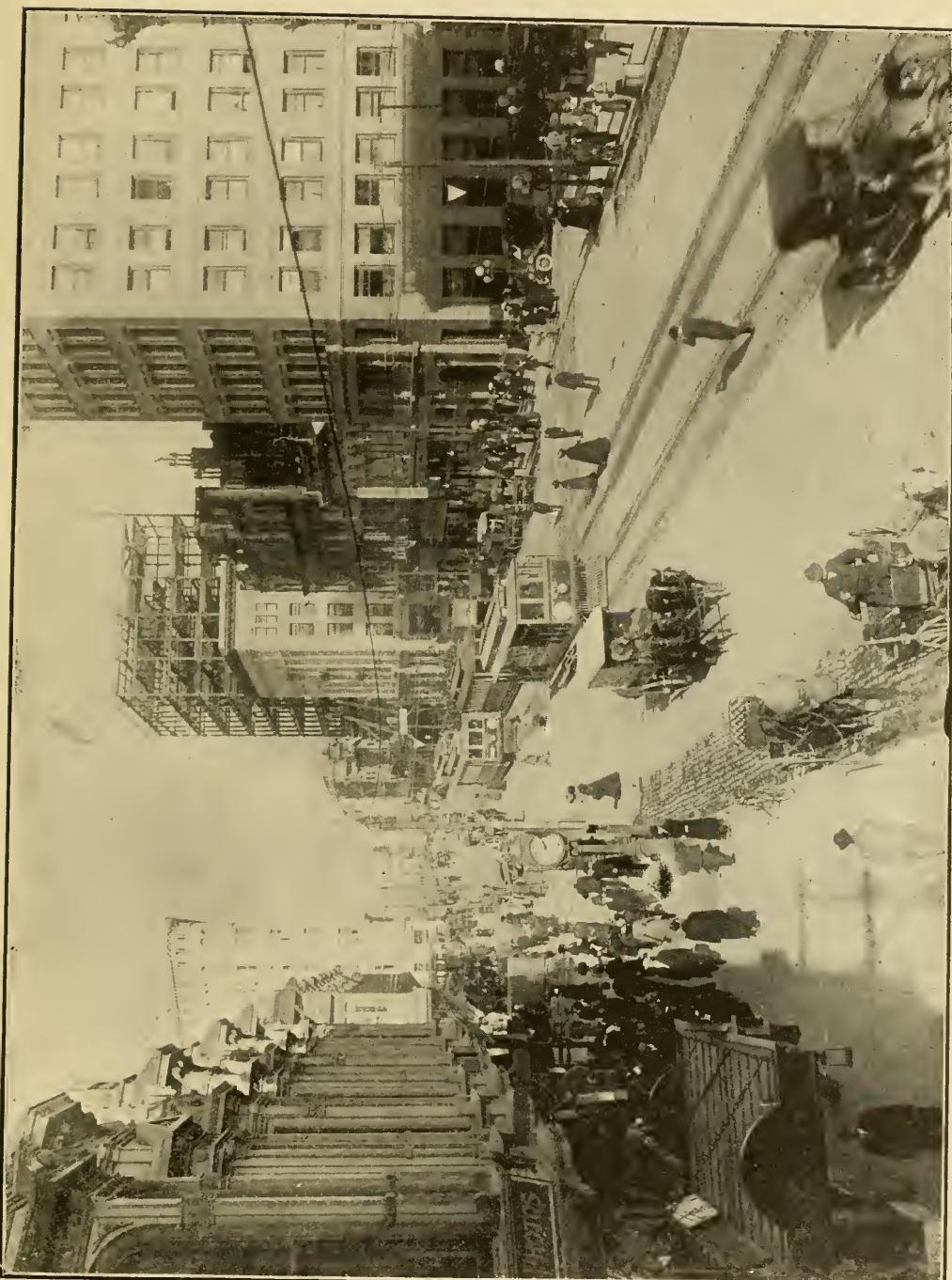
Supplemental to these, the city is planning a bond issue of approximately \$3,000,000 for the extension of its educational facilities in the erection of a model polytechnic institution, and also for the building of a municipal auditorium and convention hall.

Private and corporate enterprise is keeping pace with municipal progress in the elaboration of the railroad terminal and local traction interests. Judge Lovett, president of the Southern Pacific, recently announced that his company had given evidence of its faith in Oakland by appropriations amounting to \$10,000,000 for the electrifying of local lines and other improvements. That corporation is also about to erect a modern depot building at Sixteenth Street Station for the accommodation of through trains and local traffic, to cost \$300,000.

The Western Pacific and the Santa Fe Company are elaborating their local terminal facilities; the United Properties Company, incorporated for \$200,000,000, is putting up an office building to house its activities here which will represent an investment of \$1,250,000. The new "Oakland" Hotel, in the course of construction, will represent an investment of \$1,500,000; contracts have been let for the new department store of the H. C. Capwell Company, which is to cost \$400,000; preparations are being made for the erection of the new Security Bank Building, to cost \$350,000; the new Perry Building will represent an investment of \$100,000; the sale of the sites of the First Presbyterian Church and the First Methodist Church insure the removal of these edifices and the erection of modern business structures in their places, and also the construction of new church buildings to take the place of those to be demolished; negotiations lately concluded insure the early completion of the Claremont Hotel, which will involve an investment of over a million dollars. Specifications have been



Lake Merritt and Sacred Heart Convent, Oakland, California



North on Broadway from Twelfth Street, Oakland, California

submitted for the new Wilson Block on Fourteenth Street, between Washington and Clay, to cost \$500,000, and many other important improvements.

There is not only exceptional activity in the erection of business blocks in Oakland, but plans have been drawn for many modern apartment houses and family hotels in anticipation of the vast influx of visitors expected incidental to the Panama-Pacific Exposition in 1915, in the benefits of which Oakland will largely participate.

In the matter of residence construction Oakland continues to make tremendous strides, the pre-eminence of this city as a place of residence being generally conceded. Not only is there a great advance in the matter of the more moderate type of residence structures and the convenient cottage and bungalow, but magnificent mansions involving expenditures of \$100,000 or more are crowning the sightly eminences along the foothills from Berkeley to Hayward.

The extent of Oakland's expansion is not to be measured by municipal metes and boundaries, because this city embraces with its environs a quarter of a million people, contained in a community extending from Richmond on the north to Hayward on the south. Within this area are ten administrative districts or local municipalities, which have so grown together that they are one in the civic, commercial and industrial interests which center in Oakland, with which all of these communities are connected by local train and electric car service.

Oakland is further reinforced in its commanding position by the fact that it is the county seat of Alameda County, which is a rich domain in itself, containing an area of eight hundred and forty square miles, with

a climate and soil adapted to the perfect growth of a wide variety of fruits, grains, flowers, vegetables, trees, tropical and semi-tropical. The arable area of Alameda County is fast being intensively developed through the raising of small fruits, nuts, garden truck and grapes, the growing of hops, sugar beets and the production of poultry.

The producer in Alameda County enjoys the advantage of proximity to the greatest mass of urban population on the Pacific Slope, with unsurpassed transportation facilities. With its important back country and the tributary territory of the great San Joaquin and Sacramento Valleys, Oakland is buttressed by resources that are practically inexhaustible, and with the growth of population and the increase in productivity, resulting from the extension of irrigation and the subdivision of large land holdings, Oakland is certain to become the city from which will be drawn the supplies of the largest body of consumers on the Pacific Coast. All that is necessary is for her citizens to lay hold upon the possibilities of the present and the potentialities of the future.

Oakland, as well as the entire Pacific Coast, is entering upon an era of expansion and development, the magnitude of which has not yet entered into the mind of man.

Truly has it been written by Morrison Pixley, poet of the Pacific:

"Builders by the western sea
Where the golden rivers run,
Scarcely has your work begun,
Greater still your tasks shall be!"

Here at end of all the world
Lies the goal of empire's course;
Here, centripetal the force
'Round which nations shall be whirled."



Oakland's Docks Covering Eight Miles

Harbor Contains 27 Miles of Waterfront Tapped by Four Transcontinental Lines and Dotted with Factories

By Daniel H. Bradley



HEN the present plans of the city administration and the railroad companies holding franchises permitting them to construct and operate wharves upon the Oakland waterfront are carried out there will be in actual use for commercial purposes approximately eight miles of wharves. This will all be exclusive of the Alameda shore of the estuary of San Antonio and will be confined entirely to that portion of the inner harbor on the north side of the estuary and the portion of the west waterfront between the mouth of the estuary and the Key Route mole.

The amount of effective wharf line indicated by the figures above can be appreciated when as a comparison it is pointed out that the total waterfront on the west side of the bay which has been improved by San Francisco amounts to four and one-half miles. In other words, there will within the next three years be improved and utilized for commercial purposes twice the length of waterfront on the Oakland inner and outer harbors than is now improved and utilized for commercial purposes by San Francisco.

Plenty of Room for More Wharves.

When this has been done Oakland has by no means exhausted her available room for building wharves, warehouses, belt railroad lines and facilities and appliances for handling freight to and from ocean and river craft.

The south shore of the estuary next to Alameda will still remain to be counted in, and the Alameda bay shore, the shore north of the Key Route pier, and the San Leandro bay shore will still remain to be utilized as the increasing commerce demands.

While it will probably be many years before all of the twenty-six miles of available waterfront on the bay and estuary within the limits of the city of Oakland will need to be utilized, when that time does come, Oakland will be equipped with more miles of usable wharves than any city on the continent, with the exception of New York.

The people of today are, however, more interested in the matter of what portion of the Oakland harbor is to be made available for commercial use before the opening of the Panama Canal than with the possibilities of the next twenty years' development. In other words, the waterfront that is of interest now is that portion that is to handle the goods and wares of the men who are now in business.

A brief study of the map will aid the reader to get a clear understanding of the work being done on the harbor.

Inner Harbor and Waterfront.

The Oakland harbor is divided by the government engineers for the purposes of description into the inner harbor and west waterfront.

The inner harbor of Oakland consists of the estuary of San Antonio, extending from the tidal canal to the Bay of San Francisco. The terminal wharves of the Alameda branch of the Southern Pacific and Western Pacific mark the mouth of the estuary.

The estuary from the mouth to the Brooklyn basin is approximately four miles long, and the channel dredged around the Brooklyn basin adds two miles more to the north shore line of this inner harbor.

From the mouth of the estuary to Oak Street, three thousand feet west of Brooklyn basin, the government surveys provide for a depth of twenty-five feet between



Water Front, Oakland, California

bulkhead lines, with a width of channel 800 feet. From Oak Street to the basin the depth of the channel is seventeen feet and surveys for twenty-five foot depth have been approved. The channel around the outer edge of the Brooklyn basin is dredged to seventeen feet.

Forty of Largest Industrial Plants.

Along this estuary are grouped more than forty of the largest industrial plants of the Pacific Coast region. Among these the shipyards of the Moore & Scott Company, the Southern Pacific and the United Engin-

portion of the north side of the estuary.

The waters of the inner harbor of Oakland are always quiet, even in the time of storms that fret the outer bay.

Terminals of Five Railroads.

The west front harbor of Oakland consists of the bay shore from the mouth of the estuary to and including the Key Route mole. Along this west waterfront are located the deep water terminals of the five transcontinental railroad lines that reach this part of the Coast.

Preparations are being made to develop



North from Alameda Mole, California

eering Works are equipped with docks for handling the largest sized vessels.

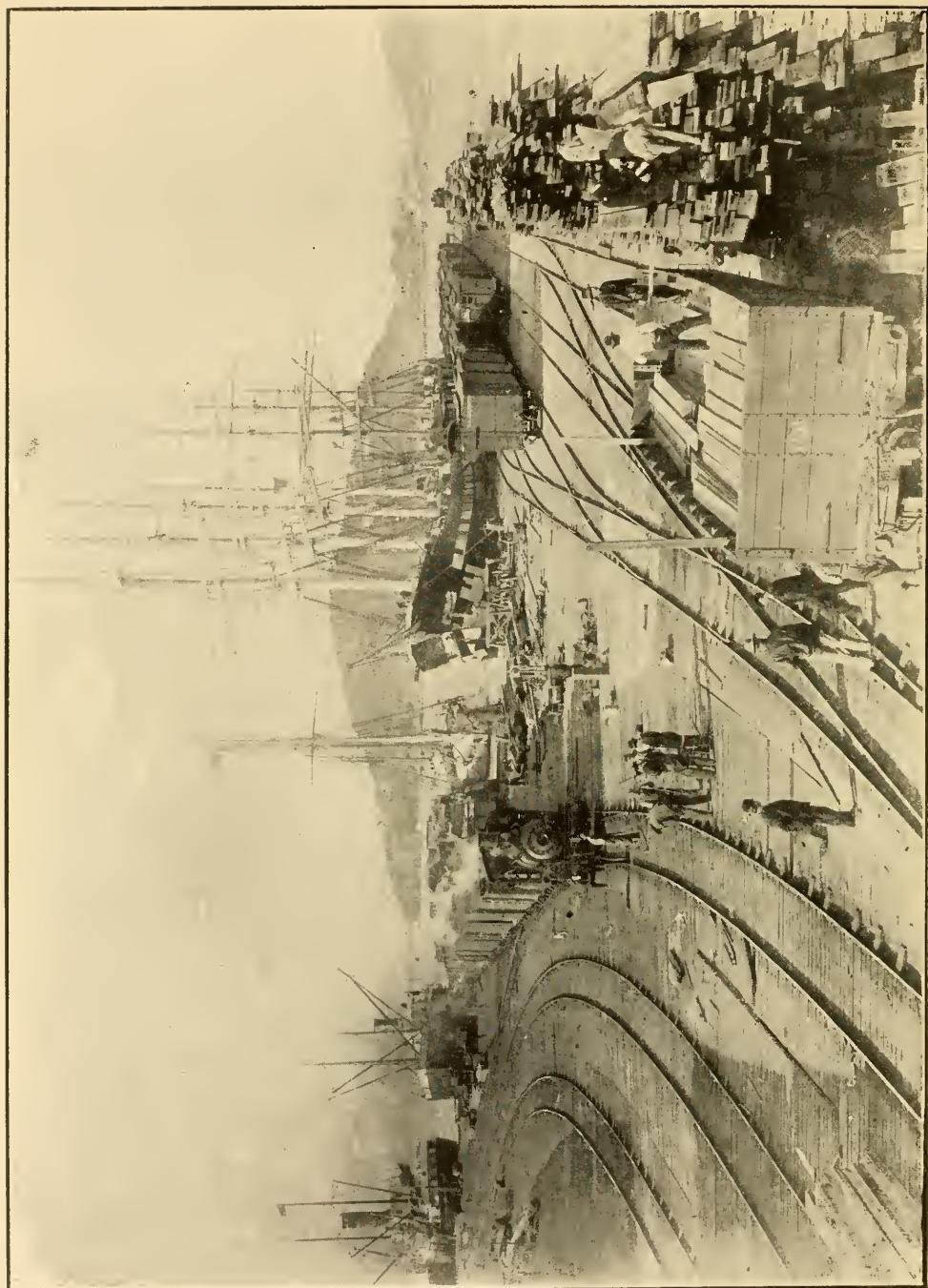
The investment of the industries in permanent improvements along the estuary is estimated at more than \$15,000,000.

The tonnage handled, exclusive of the ferry business, on the estuary amounts to more than a million and a half tons per annum.

Extensive wharves have been constructed along this inner harbor, though no more than a small fraction of the capacity has been utilized. The city of Oakland has let contracts for the construction of 2900 lineal feet of quay wall wharves along the central

the whole of the west waterfront and plans for the expenditure of several million dollars have been perfected.

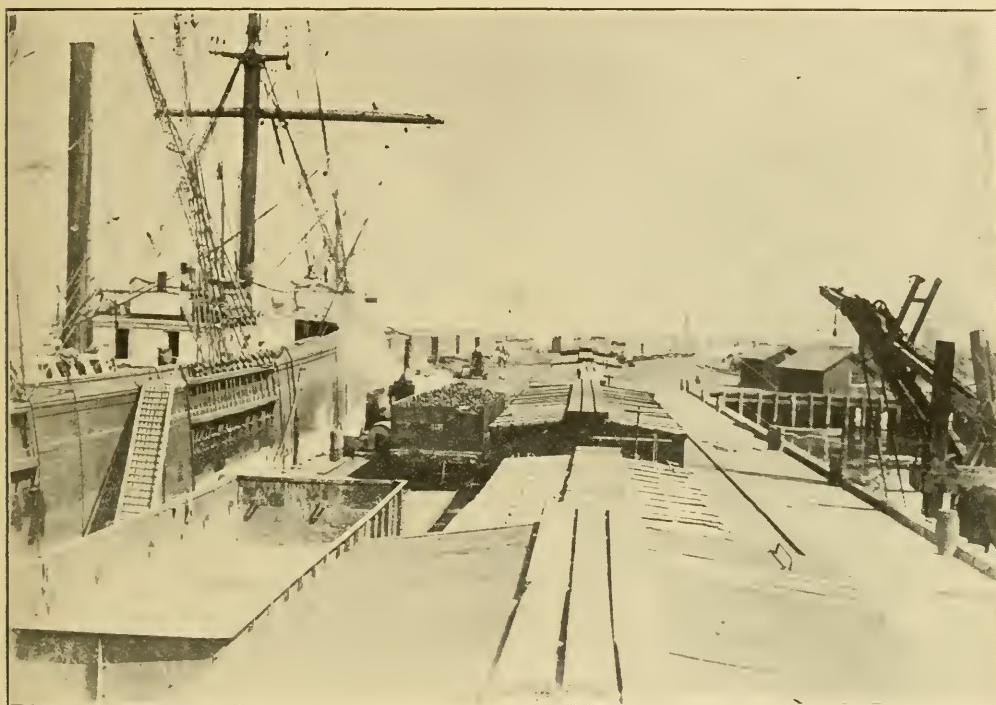
It is difficult to segregate the traffic handled over the Oakland wharves from that credited to San Francisco, as the Custom House on the east bay shore is a branch of the main office. Figures collected, however, show that in addition to the estuary traffic which has been referred to, there was passed over one wharf on the west front, the Long wharf, during the twenty-four months ending June 30, 1910, imported merchandise to the amount of 115,674 tons.



Long Wharf, Oakland, California

Oakland enjoys the unique distinction among Pacific Coast ports of having the control, ownership and regulation of its waterfront and wharves in the hands of the local municipal government. Where the ordinary rule among Pacific Coast ports is to have the harbor commissioners appointed by and responsible to the State executive, in Oakland the State authorities have absolutely no control over or word in the management of the waterfront.

The north shore of the estuary; the west waterfront between the estuary mouth and the Key Route basin; all the shore of the Key Route basin between the Oakland mole and the Key Route pier comprises that portion of the Oakland waterfront on both inner and outer harbor that is to be at once developed. A statement has been made by no less an authority than the Commissioner of Corporations in his report to the Secretary of Commerce and Labor, "that the

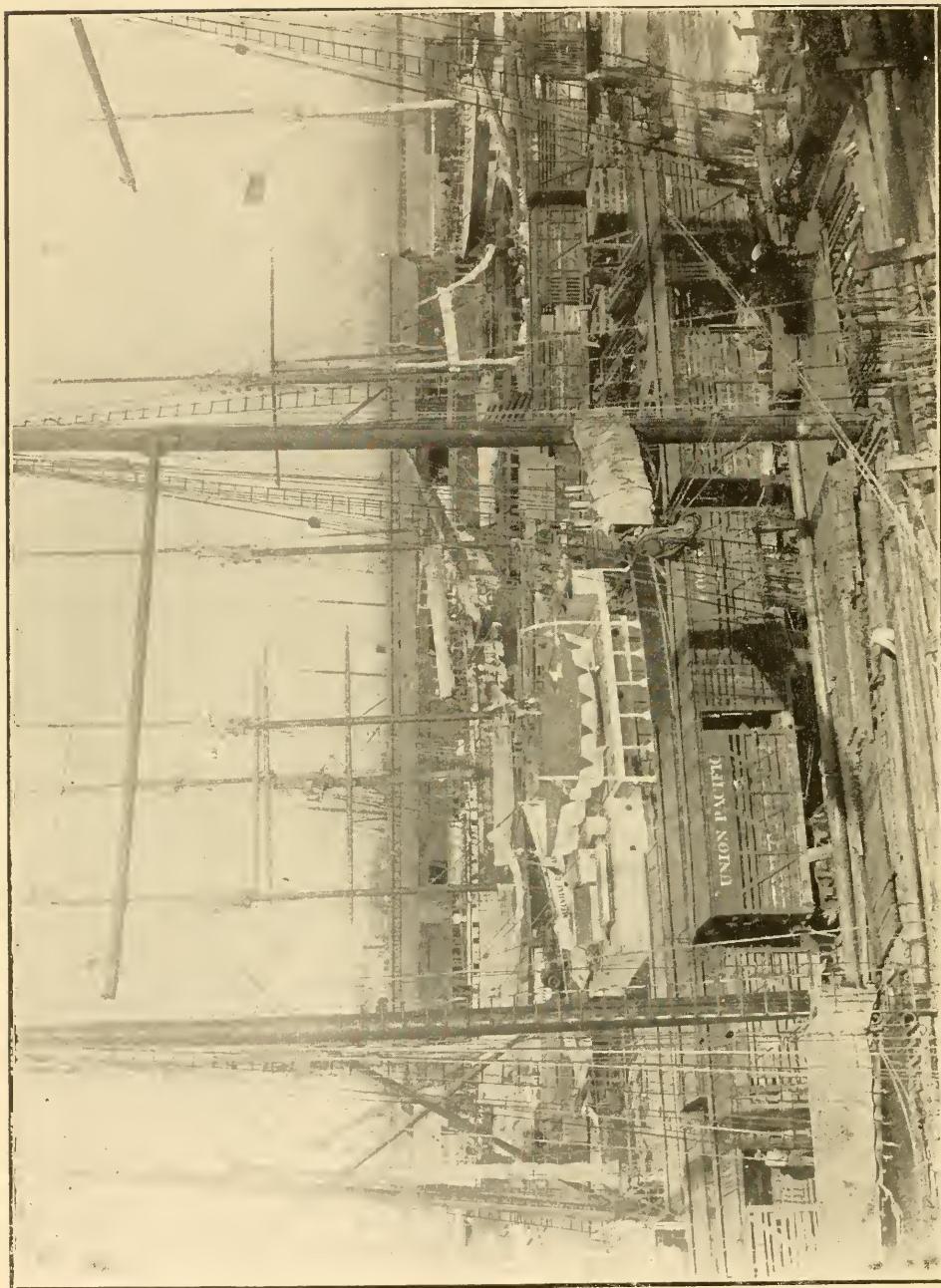


Wharves and Shipping at Oakland, California

Advantages of Local Control.

One advantage of this local control is readily seen. The business of waterfront management, the regulation of dockage fees and the allotment of locations on the waterfront as well as the expenditures for permanent improvement, are at Oakland in the hands of men who are directly interested in the building up of Oakland business. As city officials the members of the Oakland Harbor Board are directly responsible to the business men whose interests they must look after or be called to account.

three transcontinental roads will have virtual control of all the practical waterfront except that owned by individuals." This statement so deliberately made in an official document prepared by a government official is challenged by the Mayor and City Engineer of Oakland. In support of their challenge of the correctness of Commissioner Smith's statement the Oakland city officials submit the figures showing the ownership along the whole of the waterfront on both inner and outer harbor.



Where Rail and Water Meet. A Busy Transfer Point

40,890 Feet Bulkhead Line.

Commencing at the tidal canal, which connects the estuary with San Leandro Bay, running along the north shore of the estuary, thence along the West Oakland waterfront to the Key Route pier, the bulkhead line measured approximately 40,890 feet, or a little more than eight miles. Of this the city of Oakland owns and controls 20,730 feet, or about four miles, and the right to ownership of the abutting tide lands is in question along 8000 feet, or a little more than a mile and a half. This disputed territory is that including the so-called Stratton grant which the legal representatives of the city have held to be null and void so far as conveying title to the claimants is concerned. This leaves two and one-half miles of the total eight miles in the possession and control of railroads and private persons.

The detail of the ownership and control of the waterfront can be shown as follows:

Controlled by Corporations.

Along the estuary the Southern Pacific controls 1400 feet; Western Pacific, 2400 feet; Moore & Scott shipyards, 700 feet; the Howard Company, 450 feet; Hogan Lumber Company, 300 feet; Sunset Lumber Company, 200 feet; City of Oakland, 13,650 feet, and the 8000 feet above referred to as being in dispute is also located on the upper estuary.

The control on the west waterfront between the mouth of the estuary and the Key Route basin is:

Southern Pacific, 2000 feet; Western Pacific, 1300 feet; City of Oakland, 1080 feet.

On the Key Route basin the San Francisco, Oakland & San Jose Railroad (the Key Route) has wharfing outright to 1000 feet frontage, and the City of Oakland retains the wharfing outright to 7000 feet of frontage.

These figures would seem to sustain the claim of the Oakland municipal government that a fair representation of the situation has not been given by the Commissioner of Corporations.

Work of Development Started.

The work of development that is now in progress, for which money has been appro-

priated, and in consideration of which franchises have been granted by the city of Oakland and permits and concessions have been made by the federal harbor control authorities, can be briefly shown with the aid of the harbor map.

The city of Oakland is engaged in constructing along the estuary between Linden Street and Webster, 2900 feet of quay wall behind which solid fill is to be made, warehouses erected, streets opened, the belt line railroad and switching tracks constructed, so as to give communication between the wharves and the business streets as well as between the wharves and the transcontinental railroad lines.

On this municipal wharf there will be provided electric cranes and the most modern devices for handling freight to and from the holds of ships.

The city is also constructing a municipal wharf along the upper estuary which will have the same facilities of communication with road lines. For the completion of all of this municipal work on the estuary funds have been provided and contracts let for a large portion of the construction work.

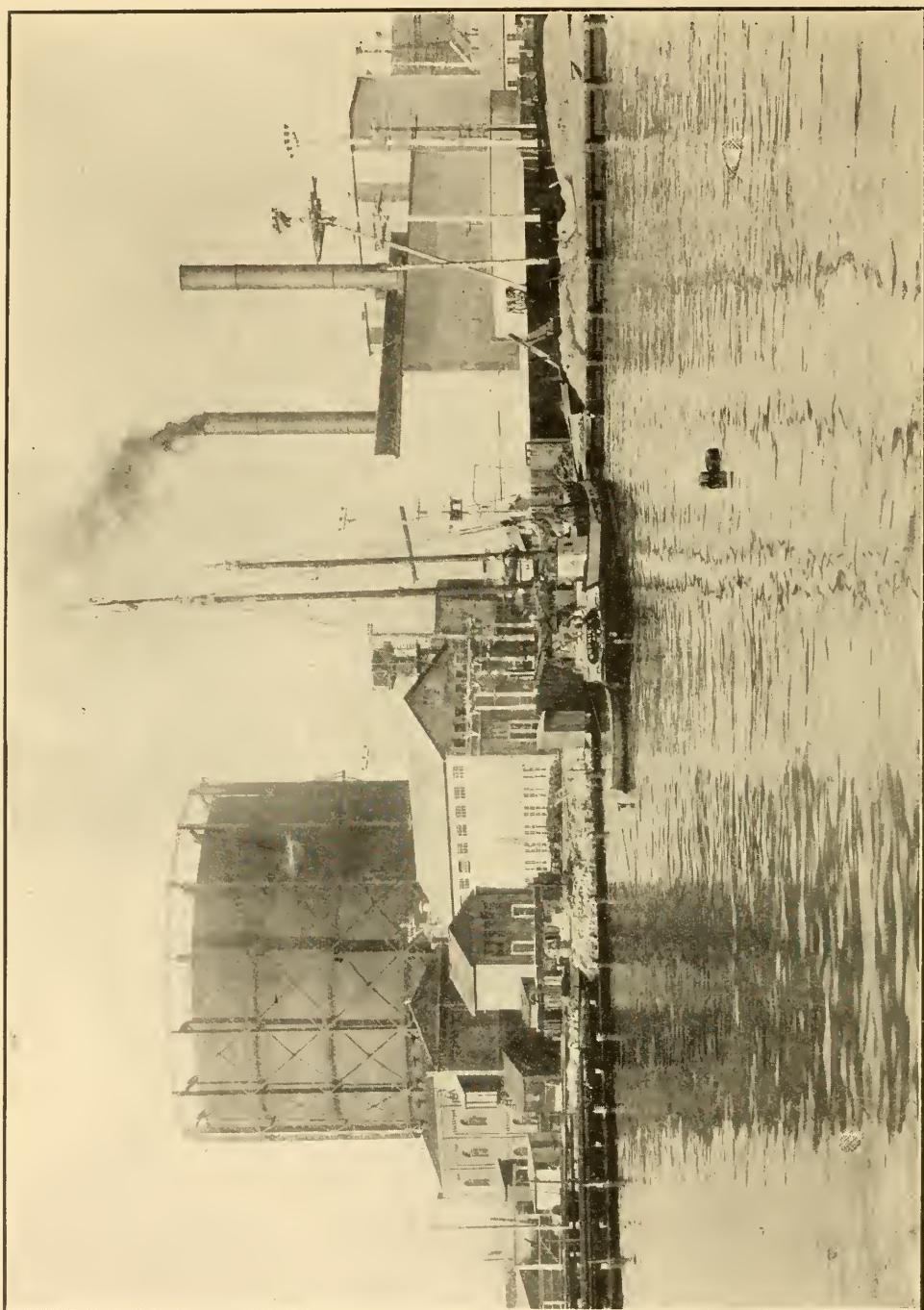
Largest Undertaking on Coast.

On the Key Route basin, while the work to be done by the city will not make apparent its importance at once, it will ultimately prove to be the largest undertaking in harbor development on the whole Pacific Coast of the United States.

By reference to a map it will be seen that the Key Route pier leaving the shore line at Fortieth Street runs seaward at an angle so that if continued it would intersect the extended line of the Southern Pacific's long wharf. The Key Route basin is the designation of the harbor lying between these two piers.

By recent order of the War Department the bulkhead line has been established 2000 feet further seaward than the position designated by former surveys, and the city has been given the right to fill in the added 2000 feet behind the bulkhead constructed on the new line.

The extension of the bulkhead line farther seaward has diminished the length of the possible wharf line between the Oakland mole and the Key Route pier, for the rea-



Gas and Electrical Works, Oakland, California

son that these two piers incline towards each other. The length of the new bulkhead line is approximately 5000 feet between the Southern Pacific franchise grant, the Oakland mole and the Key Route grant, including the present Key Route pier.

Will Have New Lights to Wharfing-Out.

When this new bulkhead is constructed the city will have the right to wharf out in a northerly direction from a newly constructed mole immediately north of the present Oakland mole of the Southern Pacific, and the length of this section of the wharf line will be approximately 2000 feet. There is in hand and available for this purpose sufficient money to construct the new bulkhead and make the dredging and filling necessary. The City Engineer has been instructed by the Municipal Board of Harbor Commissioners to at once proceed with the work on the Key Route basin in accordance with plans which have been heretofore approved.

It is not the plan of the city government to at once completely develop the wharfing facilities along the line of the bulkhead extending from the Oakland mole to the Key Route pier, the 5000-foot section. It is the intention, however, of the municipal authorities to at once make available for commercial use the wharf along the 2000-foot section which runs parallel to the Oakland mole and fronts northward on the Key Route basin. For this purpose a quay wall will be built, a channel and fairway dredged in front of the wall, solid filling be made behind the wall connecting it and making it a part of the fill of the Oakland mole.

Wide Street Open for Car Tracks.

To give access to this new wharf the city has open and available for car tracks, team-way and passageway for pedestrians, a wide street crossing all railroad tracks and connecting with the business section of the city. It is the intention to construct on this 2000-foot section of the Key Route waterfront warehouses, freight sheds and the same modern up-to-date loading devices that are planned for the municipal wharves on the estuary.

The addition of 2000 feet of wharves on the deep water of the outer bay in the pro-

tected Key Route basin will give to Oakland harbor an equipment for handling freight to and from ocean liners, coastwise, river and bay craft, that of itself will enable this port to compete with the best equipped Pacific Coast ports, and yet this 2000 foot front is but a small part of the municipal dock system on the Oakland harbor.

Improved Facilities for Unloading.

Great importance is being given by the city authorities to the improved facilities for loading and unloading cargoes. An illustration of this was given by a representative of one of the Pacific Coast ports recently when he pointed out that a certain city had a scale of dock charges of less than 20 per cent of those charges at rival ports, but by reason of the antiquated method of handling freight the charge of the low dock charges was more than overcome, and a ship can really pass its merchandise through the port where the dock charges are four and five times as much and save money by the transaction.

In addition to the immediate improvement work by the Oakland municipal authorities on waterfront, under the franchises recently granted to the Western Pacific, Southern Pacific and Key Route Railroad Companies, these corporations are pledged to make extensive improvements within the limits of their several grants. The Key Route will, as soon as the municipal authorities construct the bulkhead and fill in behind it on the Key Route basin, fill in their own pier and construct slips and docks fronting from there on to the Key Route basin.

Key Route Frontage 1000 Feet.

This grant of the Key Route covers 1000 feet frontage on the wharfing-out line. The Southern Pacific on the other side of the Key Route basin is obligated to cut back the long wharf to a point even with the outer end of the present Oakland mole, and to develop 300 feet immediately south of the present Oakland mole.

The Western Pacific, under the terms of its franchise grant, must develop the whole of its 1300 feet on the west front. A large portion of this work has already been done, and it is being pushed as rapidly as the conditions will permit.

Lying between the Western Pacific and the Southern Pacific franchise grant on the west waterfront remains 1080 feet still in the control of the city of Oakland. The city has an open street which will give communication between whatever wharves may be located on this portion of the waterfront and the business section of the city. No plans have been announced for the immediate development of this particular portion of the waterfront.

Under the decision of the court the city of Oakland possessed primarily the sole right to wharf out from the low tide along the whole of the waterfront. The occupation of any portion of this waterfront and the exercise of wharfing-out privileges by any of the corporations or firms named in this description is by right of the grant from the city.

The franchise grants to the railroads have been made for a term of fifty years and on the payment of an annual rental.

The policy of the municipal government since the recognition of the grant to the right of the city to control its waterfront has been to offer proper and reasonable encouragement to the location of terminals of the transcontinental or interstate railroads on the Oakland waterfront. At the same time the declared policy of the city government has been to not give to any single railroad or public combination of railroad companies such concessions as would enable them to monopolize the shipping facilities of the Oakland waterfront. The announced policy of the municipal government has been to develop and retain under municipal control and ownership a sufficient wharfage to insure free access thereto of all freight carriers that may desire to avail themselves of the privilege. In carrying out this policy it is the intention of the municipal government to fix their scale of dock and storage charges that will invite commerce to this port, and at the same time act as a regulating influence on the wharves and docks which are occupied by corporation tenants under long lease.

In addition to the occupants of the water-

front, corporate and private, we have already mentioned, the following are located on the estuary or inner harbor:

Works, Overland Lumber Co., Hunt, Hatch & Co., Moore & Scott Co., Alaska Packers' Assn., John L. Howard, Oakland Gas, Light & Heat Co., Pacific Coast Lumber & Mill Co., Remillard Brick Co., Jas. P. Taylor Coal Co., Hogan Lumber Co., Pacific Fuel Co., Adams Wharves & Docks, Sunset Lumber Co., United Engineering Works, Oakland Harbor Development Co., Atlas Gas Engine Co., Great Western Power Co., Larue Wharf & Dock Co., Hunter Lumber Co., J. C. Kimball, Hodge & Collins Lumber Co., Pacific Steel & Wire Co., California Cotton Mills Co., Standard Gas Engine Co., E. W. Wood Lumber Co., Union Gas Engine Co., Rhodes & Jamison Co., Worden-Meeker Co., San Francisco Bridge Co., Taylor & Co., Geo. E. Dow Pumping Co., Capt. E. V. Rideout, California Transportation Co., Oakland Transportation Co., Pacific States Refineries.

A survey of the Oakland harbor and a careful observation of the manner in which private firms, corporations and municipality have been located on the waterfront and have wharfing privileges, will show the magnitude of the development work which is now in hand. A cursory glance will show to the observer that the claim that here is to be the best equipped port on the Pacific Coast by the time the Panama Canal is opened is no idle claim, but is abundantly supported by the facts.

When it is taken into consideration that the development and improvement of the Oakland harbor, which will certainly be complete during the next three years, is only a beginning, the large claim that a few decades at most will see here more miles of usable wharves fit for modern commercial purposes than in any other port in the United States, with the possible exception of New York, is not an idle one, but one which the children of the present generation may well expect to see made good.

From Oakland Tribune

Oakland's Streets

300 Miles to Provide For and Improvements Under Way Are Permanent Ones to Meet Needs of Advancements

By Walter C. Howe, Superintendent of Streets



HE activity throughout the city of Oakland during the past year in the construction of permanent pavements, macadam streets, storm sewers, sanitary sewers and sidewalks has been most noticeable. A remarkable amount of street paving work has been accomplished, and the results throughout the business section of the city and upon the main arteries leading north and west, have been the subject of much favorable comment on the part of the general public. The growth of this class of construction work has been remarkable during the past six years. The increased mileage in permanent pavements, such as asphalt, basalt block, brick, etc., during the year 1910 is 250 per cent greater than the year 1909, and 500 per cent greater than the year 1904, at which time the permanent pavement era first received its impetus. Twenty years ago the city of Oakland was paved principally with macadam streets.

Macadam Used for Years.

These streets answered well the purpose for which they were built at that time, as traffic conditions were light, and the streets capable of carrying loads to which they were subjected. This era has long since passed in certain portions of the city, and in consequence the old macadam pavements had to be replaced. It was a difficult matter at first for the Board of Public Works, the City Council and the street department to educate the people up to the value of permanent pavements. Most of the earlier work of this class proposed by the City Council was, without exception, protested out by the property owners. Macadam streets had been used for so many years

that in nearly every instance the property owners were a unit in asking the City Council to simply redress or remacadamize these streets again. The city officials, however, found it absolutely necessary to take a stand and insist upon the laying of permanent pavements designed upon good engineering principles and laid under competent supervision and inspection. Some of the earlier permanent pavements, which were of bituminous sand rock obtained from the southern counties, proved to be of little more worth than the original macadam streets. These conditions were gradually eliminated by experience, until at the present time the city of Oakland is laying the most modern class of pavement under specifications and regulations similar to those adopted by the engineering departments of the largest cities in the United States. There is no doubt that the permanent pavement era has reached Oakland, and that the years to come will show a rapid increase in this class of pavement. Failures in asphalt pavements must be looked for from time to time; that has been and is still the experience of many of our eastern cities, even where the most rigid chemical analysis of materials has been made, and the most searching inspection. Experience, however, will tend to gradually eliminate failures in this class of work, until it can be expected that in nearly every case of a permanently paved street, the pavement will be one that will have a known length of life.

Property Owners Aid the Work.

It has been a source of great satisfaction to the administration that the opposition heretofore made by property owners to paving the streets with permanent pavements is being gradually overcome. The

clean, smooth, elegant appearance of an asphalt, vitrified brick or basalt block street is such a contrast with the old macadam roadways covered with dust in the summer, and filled with chuck holes, ruts and mud in the winter, that property owners are being convinced of the value of the permanent pavement, both from an esthetic standpoint and from the standpoint of increased property values due to the general upbuilding of the street paved.

It is a very noticeable fact upon streets where building operations have been at a standstill for a number of years, that as soon as the street is paved with a high class pavement, new buildings have been erected, and a gradual new growth has sprung up in the building line. Two years ago Piedmont Avenue, Broadway, East Fourteenth, Market, Webster, Harrison, lower Clay Street, Nineteenth Street and many other streets were a continual sea of mud during the winter months and a source of much complaint from the general public. These streets today are splendidly paved and the improvement is so noticeable that it will have a salutary effect upon continued improvements of this character.

During the year 1910, a number of prominent streets, such as Harrison, Alice, Nineteenth and others, were paved by the property owners, who advertised for bids under private contracts. This work was done voluntarily on the part of the property owners. A movement of this kind, which has been heretofore absolutely unknown throughout the city of Oakland, proves that taxpayers are slowly but surely being educated by the city to the value of good pavements upon their streets.

Classes of Pavement Laid.

Oil Macadam—It has been the custom in years past for the city of Oakland to install plain macadam on residence streets. This class of paving has now been abolished by the City Council in favor of oil macadam. In districts of the city where property is of low valuation, the work is more in the nature of a surface oiled street than a pure oil macadam roadway. The Council's action has been a wise one, as in either case the oiled surface street is much the superior of the plain macadam.

During the year 1910, four miles of oil macadam streets were laid throughout the city of Oakland. Experience with the oil macadam street thus far has proven it to be clean and dry during the winter months and free from the objectionable dust nuisance of the plain macadam in the summer months. The increased cost over the plain macadam is very small, and the elimination of dust alone more than compensates for the additional outlay.

Basalt Block—The first grouted basalt block pavement ever laid in the city of Oakland upon a concrete foundation was installed on Second Street between Broadway and Washington Street, last year. This pavement was laid upon six inches of hydraulic concrete with a two-inch sand cushion. The basalt blocks were carefully selected and thoroughly grouted with a one-to-one grout filler. Expansion joints of bituminous material were laid at intervals of fifty feet. This work is probably the best piece of pavement in the city of Oakland today. It is subjected to continual heavy loads and is fully capable of carrying all the traffic brought upon it. It is doubtful whether repairs will be required on this street for many years. The cost of the basalt block pavement, however, is practically double that of asphalt, and for this reason it is a very difficult pavement to lay where property owners are compelled to foot the bills. Doubtless in the years to come the lower portion of the city will have to be paved with basalt block or vitrified brick, but most of this work will no doubt be done at the expense of the city upon accepted streets.

Experimenting With Vitrified Brick.

Vitrified Brick—Two blocks of vitrified brick pavement have been laid on Second Street, from Broadway to Webster Street, during the past year. As it was impossible to secure a suitable brick produced by brick manufacturers in the State of California, the brick used were brought from Seattle. These brick were laid upon a six-inch hydraulic concrete foundation and sand cushion; were thoroughly grouted with a one-to-one filler, and expansion of joints installed parallel to the curb line and also at right angles at regular intervals. Streets

built of this same class of brick have given excellent service in the city of Seattle with but very slight maintenance cost. The cost of the brick pavement averages 25 to 30 per cent higher than asphalt. The comparison between the wear on these two blocks of brick roadway, also upon the basalt block street adjoining, will be noted with interest, and comparisons made with the new asphalt streets contiguous. It is the intention of the street department to keep accurate account of the maintenance costs upon these streets for future reference.

Asphalt-Macadam—About a mile of asphalt-macadam pavement put down upon a thoroughly rolled subgrade, has been installed on Fourth Avenue during the past year. This pavement is built in two layers approximating about seven inches in total thickness. The lower course is very similar to the binder course used on the standard asphalt streets; the upper course is composed of a finer aggregate giving a much denser mixture. The completed street shows a very clean, uniform appearance. Although Fourth Avenue is not subjected to the heavy traffic conditions that a great many of our permanently paved streets receive, nevertheless, a good general idea of the worth of asphalt-macadam in a moist climate like Oakland will be secured through experience with this piece of work as the years pass.

Testing Laboratory Enlarged.

During the year just passed, the testing laboratory of the street department has been enlarged, and considerable new apparatus installed. The value of this testing laboratory is becoming more and more apparent. Eastern cities have found from experience that the maintenance of a testing laboratory very often means the success or failure of the pavement laid. In an asphalt pavement, the mineral aggregate must be so graded as to contain a certain percentage of very fine material passing a sieve containing 200 meshes to the inch. The aggregate is graded through sieves running from 200 to 10 meshes to the inch, the finer material filling up the voids between the larger and coarser particles. Upon this mineral aggregate depends the amount of pure bitumen which the paving mixture will carry.

The bituminous material is the binding material which holds the pavement together. A mixture that is sloppy or overloaded in bitumen invariably fails through humps and waves on the surface; one that contains too little is apt to disintegrate under the action of moisture and traffic. A testing laboratory is the only means of controlling this condition. The asphaltic cement used is a very important factor in the success of the pavement and penetration and chemical tests are absolutely necessary in every instance. During the year, the testing laboratory completed the following tests:

Results of Many Tests Made.

Cement Tests—	Number of.
Specific gravity, tensile strength, constancy of volume, fineness.....	620
Sand Tests—	
Granularmetric	12
Per cent of voids.....	5
Weight per cubic foot.....	6
Specific gravity	5
Tensile strength	26
Asphalt Tests (Surface Mixtures)—	
Mineral aggregate	119
Extraction of bitumen.....	124
Penetration (Dow)	208
Chemical analysis asphaltic cement	15
Binder Mixtures—	
Aggregate	56
Extraction bitumen	43
Bituminous Mixtures—	
General tests	25
Vitrified Brick Tests—	
Rattler	43
Absorption	43
Macadam Rock Tests—	
Abrasion	87
Total.....	1437

In addition, a large number of analyses were made of the old bitumen pavements laid in the city of Oakland in order to determine their cause of failure. These tests of themselves will be of great benefit to the street department in its future work, and a special report is now being compiled from the data thus taken.

Hassam Pavement a Novelty.

Hassam Pavement—A stretch of Hassam pavement which is a new departure for the

city of Oakland, is being laid on the north side of the Twelfth Street dam, running from Fallon Street to Lake Shore Boulevard. This pavement, which is nothing more or less than a dense concrete with voids completely filled with small pea stone and cement grout, the whole being thoroughly rolled with heavy steam rollers, has given good satisfaction in a number of Northern and Eastern cities. No harder conditions for laying a pavement of this class could be found. The Twelfth Street dam has been settling for a number of years, and any class of pavement that may be laid upon it is liable to settlement cracks. The city's experience with this pavement will be watched with interest.

Work of Street Sweeping.

Three methods of sweeping asphalt and other permanent pavements are now in vogue in the city of Oakland, namely: hand sweeping throughout the retail business section; rotary broom (machine) sweeping in the outlying districts, and sanitary (suction) machine sweeping in the semi-business and residence sections. All of these methods have given more or less satisfaction. The question of cost, however, is a great factor, and enters largely into the equation. Hand sweeping in the business district has proven to be almost as economical as machine sweeping, and much more satisfactory, for the reason that the hand sweepers work during the entire day, making large quantities of pickups, whereas the machine sweeper simply sweeps the street at night. This necessitates the employment of a certain number of hand sweepers in addition to the machine.

The following figures are the actual cost of sweeping by hand and by machine:

Rotary broom	\$ 8.20 per mile
Sanitary suction sweeper....	11.50 per mile
Hand sweeping	10.16 per mile

In the Street Cleaning Department.

During the year, some 333 miles of gutters and roadways were thoroughly cleaned by the regular crews employed by the department. In a territory containing nearly 500 miles of streets, it is, of course, impossible to clean every street in the city during the year with a crew of fifty men, the amount of labor allowed by the City Coun-

cil. A great many streets when cleaned only once a year remain in fairly good condition until the winter rains; others must be cleaned much more often in order to remain in any kind of a sanitary condition.

The following figures show the amount of money expended in street cleaning on macadam streets, also the number of loads of material taken away:

Number of blocks cleaned.....	5,860
Number of loads of material taken away	32,880
Amount expended	\$46,572

Work of Patching the Streets.

Macadam streets throughout the city have received considerable attention from the street department during the year. The streets in the lower portion of the city below Seventh Street, which are a source of much expense and practically beyond repair, are continually patched. It is a waste of money, but must be tolerated until such time as the city can induce the property owners to pave the roadways with permanent pavements.

All of the outside residence sections have received attention from the street department in the way of patching during the year. The department has expended \$17,000 for rock during the year, and has in addition used the entire output of the city's quarry upon the macadamized streets of the city. This is exclusive of the annexed district.

Oiling Oil Macadamized Streets.

The street department has recently acquired a complete road-oiling outfit, consisting of two tank wagons, one steam pump and vertical boiler mounted on trucks, and two special Glover oilers. The apparatus was received very late in the season of 1910, but, nevertheless, some seventeen miles of streets, including annexed territory, were treated to coats of surface oil and screenings. The oiling has proven very successful and is to be resumed upon a much larger and more elaborate scale in 1911.

Both fresh and salt water is used by the street department to abate the dust nuisance. The city now owns some forty sprinkling carts of modern and up-to-date make and equipment. In addition, about twenty-five outside carts are hired each year from in-

dividual owners. The city is well covered during the summer months, but a much larger equipment could be used to advantage if it were possible to secure funds for the purpose.

From data compiled, the following synopsis may be interesting:

Number of sprinkling routes.....	60
Number of miles covered by routes (asphalt and unimproved streets not sprinkled)	280
Number of miles watered per year..	56,000
Cost per day for water.....\$	205
Cost of labor and teams, per day...	325
Total cost per day.....	530
Total cost per year (200-day season)	106,000
Cost per mile of street sprinkling...	1.90

In the Annexed Territory.

In December, 1909, the city of Oakland annexed some 36 square miles of territory. This territory contains 205 miles of streets, 20 per cent of which are macadamized, curbed and guttered. An additional 30 per cent are improved with macadamized roadways only, while the remainder are rough graded or totally unimproved. This increase in street mileage has added an additional heavy burden upon the street department, which has required considerable work of organization. Although but one year has elapsed since annexation took place, considerable street work has already been completed in this annexed territory, and much more is contemplated during the coming year.

In conclusion it is interesting to note the comparison between the mileage of streets in the principal cities of the United States with the mileage of streets in the city of Oakland. Since annexation, Oakland has materially increased its mileage of streets, and now has nearly as many miles of roadway as many of the large Eastern cities of greater population.

The following statistics are taken from the reports of the cities referred to, for the year ending 1909:

	Miles of Streets.
Chicago	(1) 2,976
New York (all boroughs).....(2)	2,019
New York (Borough of Manhat- tan only)	459
Boston	(7) 514
Seattle, Wash.	(5) 578
Portland, Ore.	(10) 352
Los Angeles, Cal.	(6) 575
Detroit	(9) 372
Buffalo	(4) 670
Minneapolis	(11) 250
San Jose	(12) 109
Oakland	(8) 470
San Francisco	(3) 825

Oakland's Good Mileage Shown.

While Oakland is well up the line in total mileage of streets, the following tabulation shows how far she must go to catch up with her sister cities in the way of permanent pavements; that is, asphalt, brick, stone and similar pavements.

	Miles of Permanent Pavement.
Chicago	(1) 1,042
New York (Borough of Man- hattan only)	(2) 435
Boston	(7) 127
Buffalo	(4) 271
Detroit	(3) 356
Seattle	(9) 88.4
Portland	(12) 60.5
Tacoma	(11) 64
San Francisco	(5) 252
Los Angeles	(10) 67
Oakland	(13) 15.5
San Jose	(14) 7
Washington, D. C.	(6) 203.13
Minneapolis	(8) 111

From the above figures it will be seen that an immense task confronts the municipality in the way of permanent street improvement during the next ten years.

From "Tribune"

Oakland's Public Museum on Par with Other Big Cities

More Than 12,000 Specimens Already Classified Covering Natural History and Other Subjects of a Great Educational Value for the Instruction and Amusement of Young and Old



THE opening of the Oakland Museum in October marked a new era in the history of this city. The museum is beautifully located on the shore of Lake Merritt, facing Oak Street, near the head of Fourteenth, very near the Thirteenth Street car line. It is a two-story frame building, standing in the midst of the lake shore parks, surrounded by giant trees with lawns sloping down to the lake, and beds of blooming flowers.

This is one of the very few municipal museums in the United States, and as such it should be an object of interest to every citizen for everyone has a share in its ownership and support. It is to be hoped that the people of Oakland will realize this and assist in making it a success and a source of pride in their municipality.

The work of establishing and maintaining a museum is a task whose magnitude is not usually recognized. Good institutions cannot depend on the purchase of private collections, but send experienced men into the field to select and secure exactly what they need to build up their various departments. Otherwise their collections would be incomplete, with many duplicates and many vacancies. Again, when once collected exhibits of organic material must be cared for constantly to prevent injury by insects, such as moths and weevils.

Attraction Aim of Classification.

Then the articles must be classified and arranged scientifically as well as attractively. And the best institutions have the exhibits labeled in simple, descriptive language, so that visitors may not have the trouble of searching catalogues or gazing at objects about which they can find out noth-

ing, however interesting these may appear.

A museum in its best form has many lines of usefulness, some of which are:

1. To act as a repository for curious and interesting objects.
2. To serve as a source of research to students.
3. To become a means of education to the youth of the vicinity.

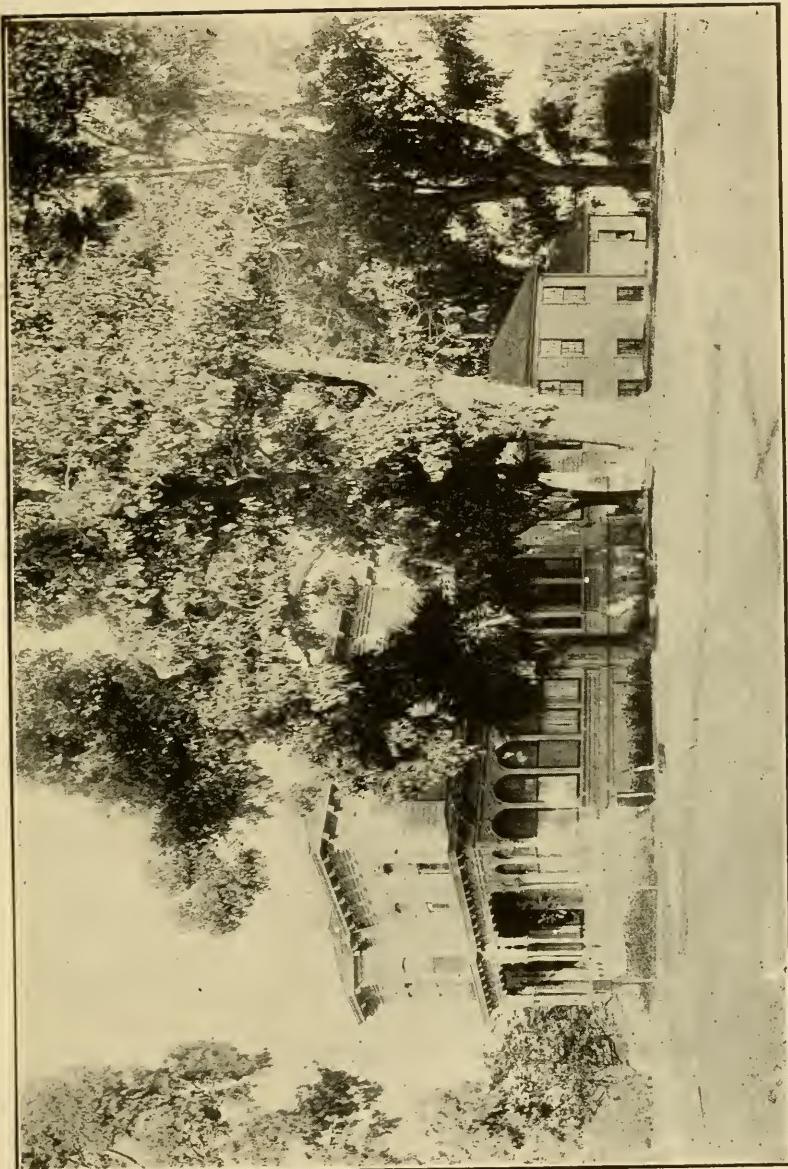
The Oakland Public Museum aims to fulfill all of the above, but at present emphasizes the last feature, inasmuch as that is a new and important departure in museum history.

Shows Work of Two Men.

The origin and building of the museum may be accredited to the efforts of Mayor Frank K. Mott, through whose instrumentality the first collections were purchased in 1907. Afterward he used his influence to rescue for Oakland certain collections of Indian objects, which had been made in California for an Eastern museum. Then he caused a collector to be sent into different fields to secure material for other departments. The city government voted funds for the maintenance of a public museum, and in April, 1909, formally placed it under the management of the board of trustees of the Oakland Free Library.

Mr. C. P. Wilcomb, formerly of the Golden Gate Park Museum, was called to assume the curatorship. It is to his skill as a collector and his knowledge of practical museum work, that Oakland owes the excellence of the exhibits and the orderly arrangement and careful attention to details that make their appearance so pleasing to visitors.

The Board of Public Works set apart the Josiah Stanford mansion on the shore of



Oakland's Public Museum near Lake Merritt

Lake Merritt, 1218 Oak Street, to be used as a museum until a more commodious building can be provided. This has been remodeled until it lends itself admirably for the purpose desired, although even now it is being rapidly outgrown by the collections, which are constantly increasing through the donations of friends and patrons. In seven weeks, since the opening, over forty individuals and firms have contributed specimens to add to the exhibits.

Fourteen Exhibition Rooms.

There are at present fourteen exhibition rooms, warmed by steam radiators and brilliantly lighted by over 400 lamps so disposed as to make it possible to see all articles and read all labels as well in the even-



ing as by day. In these rooms the exhibits are classified and arranged in attractive order. So displayed, they are interesting to the visitor who wishes diversion or recreation, and useful to the student who may desire to make investigations along special lines of work. The prime object of the Oakland Public Museum is not at present the prosecution of research work, for the collections are not sufficiently extensive in a few departments.

The total number of specimens belonging to the museum is about 12,000, classified under the following heads:

1. Natural History, containing about 5,600 articles, exhibited in three rooms on the second floor. The collection of local

birds and eggs is particularly good; it is not all displayed for lack of space, but is available for students who desire to use it for scientific purposes.

2,600 Subscriptions From This Continent.

2. The Ethnology of North America is represented by about 2,600 specimens, including quite a complete collection of material from the Pacific Coast Indians, illustrating their every-day life, arts, industries, war and ceremony, and is very instructive to anyone desiring to make a study of the aboriginal inhabitants of this section.

3. Ethnological collections from Africa, Pacific Islands, Asia, Mexico and Central America aggregate over 700 specimens, showing strange and interesting phases of primitive culture.

4. The department of General History contains nearly 1,200 specimens, including coins, medals, paper money, pictures and historical relics, and is one of the most popular exhibits in the museum.

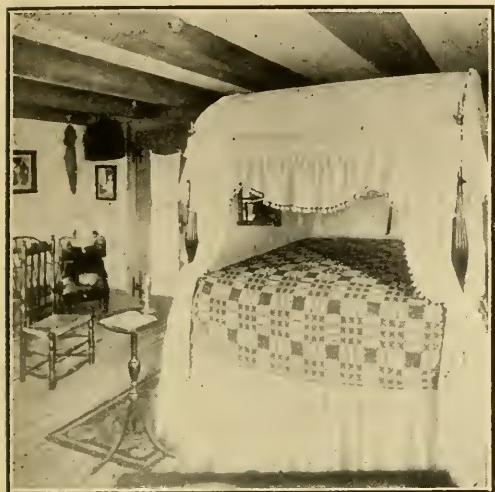
5. Colonial America is represented by what is probably the best collection on the Western coast. This is displayed in five rooms, two of which are types of those found commonly in colonial homes. These are so attractive that visitors return to them again and again, and so instructive that they enforce many a lesson of the life and struggles of our forefathers who had the strength to found a nation.

Reference books are found on reading tables in the various departments. These are provided for the visitors who desire to consult them for more extended information than can be embraced in the labeling.

Visitors to the museum are generally surprised and delighted at the amount of material and the arrangement and attractiveness of the exhibit, and pleased to find the greater part of the articles provided with descriptive labels setting forth the chief points of interest in relation to them.

The attendance since the opening on October 21, 1910, has been very gratifying, as showing the interest of the people of Oakland in the new municipal possession. The self-registering turnstile showed that during the first seven weeks 12,237 visitors entered the building. The largest record for any one day was 1,220, on the afternoon of Sunday, October 23.

One new feature introduced in the Oakland Museum is that of the docentry, which is being practiced in some of the leading institutions of the East. It is the courtesy of providing a guide to strangers who desire to be directed to points of interest rather than risk to wandering about aim-



lessly or missing some of the most valuable exhibits. A specialty is made of thus directing children, entertaining and instructing them.

Educational Feature One of the Best.

It is the purpose and aim of the promoters and managers of the museum to make it a strong factor in the educational work of the city. To this end they have established a Children's Department, and inaugurated a system of lectures and talks daily, both formal and informal, under the management of Mrs. D. W. de Veer, a teacher of several years' experience. This is the first museum on the coast to make a specialty of such work, and while at present the methods are being only experimentally worked out, the results are already very gratifying.

The children's room is sunny and pleasant, and the exhibits are attractively arranged. They comprise such objects as are interesting and curious, and at the same time instructive. Some of the exquisite colorings in Nature's work are shown in one case containing bright-hued birds, insects,

fishes, minerals and shells. Strange and familiar insects give their lessons of natural economy. Useful minerals are shown with articles made from them, and curious ones that teach of Nature's endless variety of resource—the natural magnet, the stone that floats on water, iron that fell from the sky, etc. Products of farms and plantations, birds of the forest, shells and corals from the sea, fossil remains of living things buried in the earth for ages all have their lessons. Striking things there are, too, such as the egg that is variously taken for a foot ball or watermelon, and the tooth of a mammoth, which, as one child pertinently remarked, "had room for a lot of ache."

Labels Tell Story in Simple Way.

The exhibits are labeled in simple language so that older children may understand the descriptions. And the attendants of the museum are always ready to tell about the objects to those who are too young to read or who prefer to listen to the guide.

On Saturday afternoons regular half-hour talks are given to such children as assemble, the subjects being the exhibits in different



departments which are particularly interesting to children; these talks are somewhat informal, the listener having opportunity to ask questions or talk over the objects with the speaker.

Arrangements have been made with Superintendent J. W. McClymonds of the city schools to have teachers bring their classes to the museum to listen to regularly ap-

pointed talks, illustrated by objects in the collections. The subjects are arranged with the teacher to correlate with the regular school work and have proven very helpful to the classes.

The Colonial rooms afford a wealth of material for illustrating early American life and customs, and from the talks on these subjects the pupils gain a much clearer impression of Colonial America than they would receive from merely reading about the life of the colonists. When they see the "old rude-fashioned room" of Whittier's tale, with the huge fireplace, "crane and pendant trammels," its "whitewashed wall and sagging beam," or the bedroom like the one in which Lafayette slept at the Wayside Inn, they know what the home life of early days meant. When they watch the process of preparing flax and wool, spinning them into thread, and preparing the thread for the loom for weaving cloth, they know better how much a new dress or a new coat cost the men and women of the old Pilgrim days.

Revolutionary relics bring that period of struggle home more clearly to the student of history; and the old pictures and historical objects of later times serve to fasten in their minds facts of which they have read in their school work.

The younger pupils, just reading the stories of early California, may see pictures of all the old missions, also a model of the first gold nugget found by James Marshall, with pictures of the Sutter Mill, where it was discovered; a wooden mining pan used in early days; some of the first cotton cloth made in Oakland; and other objects of pioneer days in their own State.

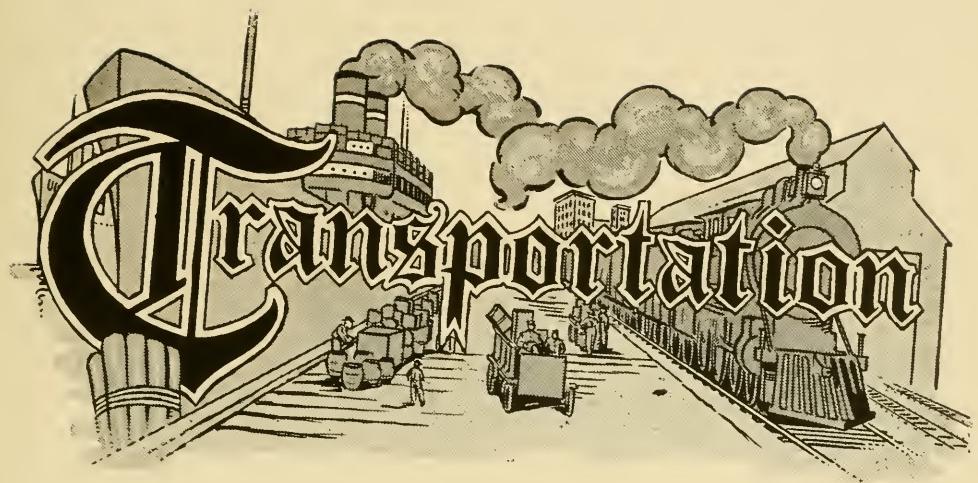
For classes beginning the study of natural history, the lecturer gives talks on insects, plants and flowers, birds or animals, particularly those represented in the collection

or found in the vicinity of Oakland. From this time on it is planned to keep on exhibition fresh wild flowers in their season, so that the children who are studying them in school may always find specimens at the museum, if they cannot go themselves to the woods and fields to pluck them.

Talks on these and other subjects have been given to classes taken to the museum by their teachers, one each school day since the middle of November. The children are encouraged to ask questions and are allowed to handle and examine closely exhibits which are not perishable or will not be injured by moving and handling.

Will Work With Public Schools.

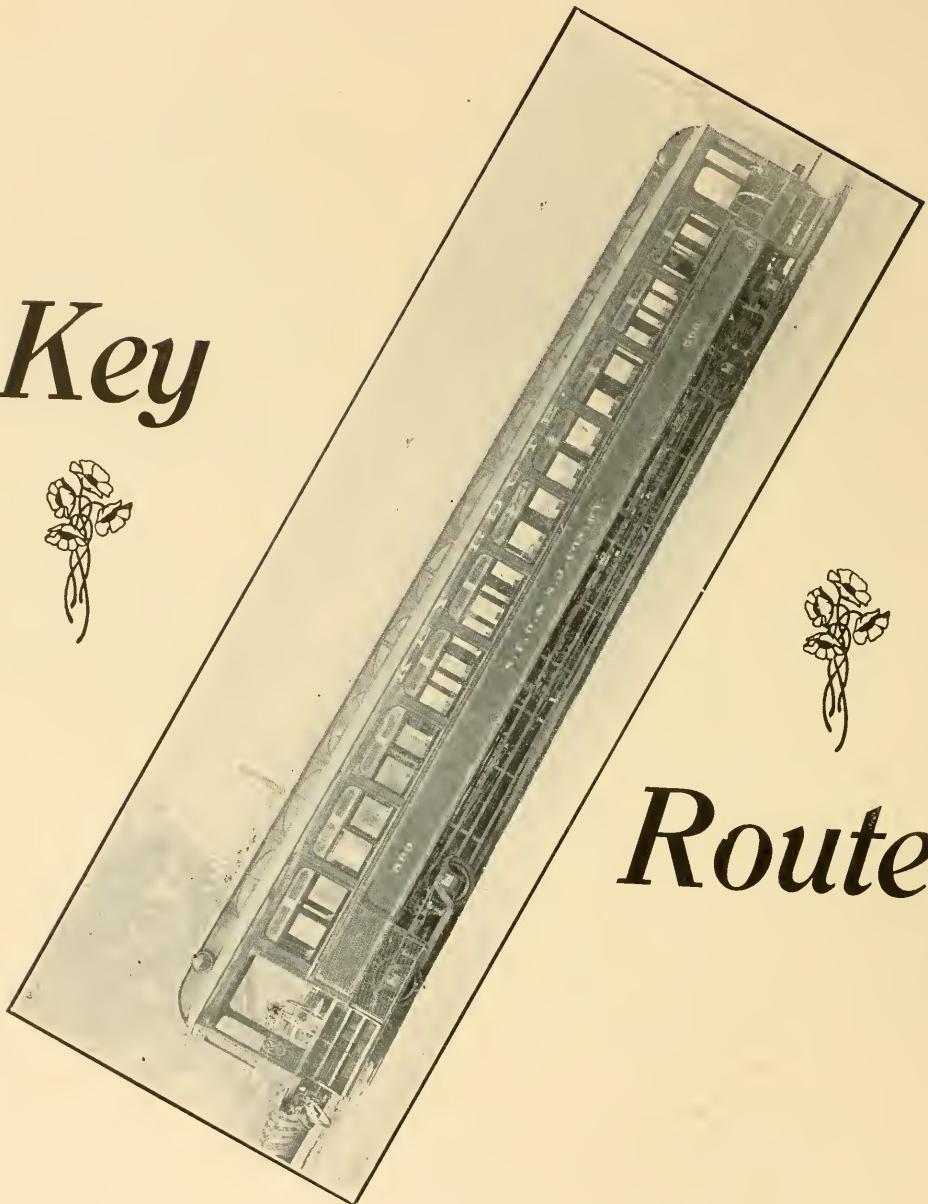
It is purposed to continue this work in connection with the public schools, so as to make the museum a permanent means of education in Oakland. And as soon as possible an auditorium will be built, and lantern slides provided, so that lectures may be given on a variety of subjects which cannot be illustrated by the objects themselves. The educational value of a museum under such a system may be almost limitless. And it is believed that Oakland will realize that, being the first city on the coast to adopt such a plan, it behooves her to work it out to its greatest possible value. The good to be obtained from this system is not to be measured by the intrinsic value of the exhibits, but by the use made of them. An experienced teacher may give a greater lesson from an old spinning wheel or an ordinary hornet's nest than from a valuable painting or a rare jewel. And if the citizens of the city support the project by their personal interest, attendance and money, Oakland should retain what she now has—first place on the Pacific Coast in maintaining an educational department in connection with the municipal museum.

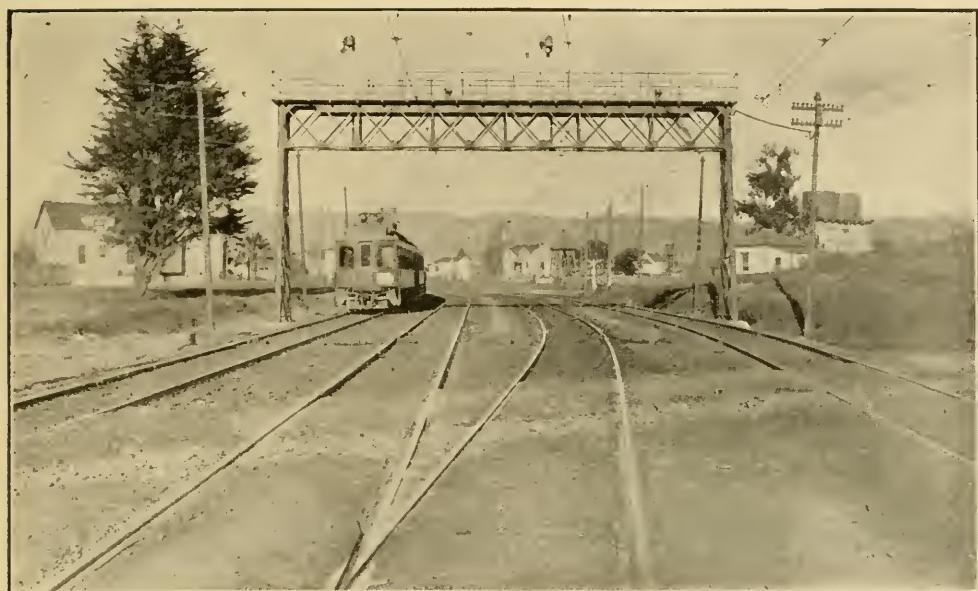


Key



Route





Signal bridge over the Berkeley and Claremont lines at a point where they verge into the main line at San Pablo Ave. Note derailer system on tracks in foreground positively prohibiting passage of train unless main line tracks are clear

Key Route and Oakland Traction Company



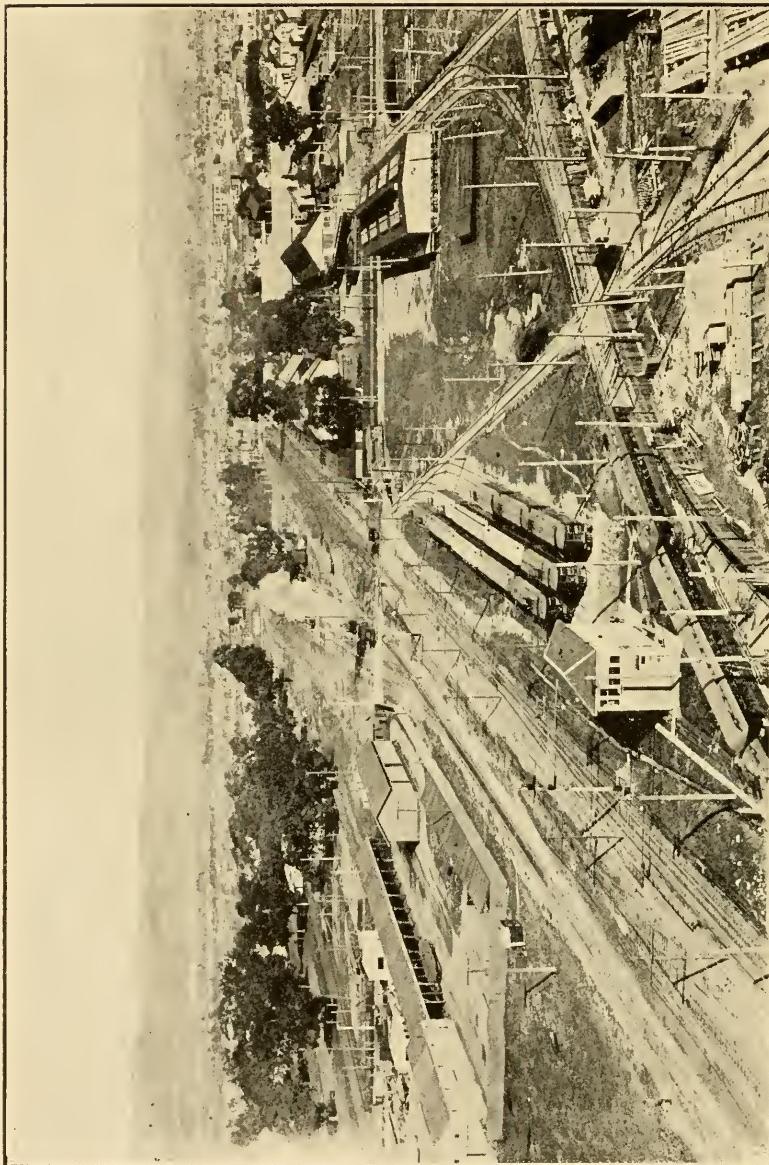
"GREATER OAKLAND!" To the thinker, Greater Oakland deals not only with what has been accomplished, but with that which is to be accomplished. It is not only a taking into account the past few years, but it is as well a prophecy for the near-coming years.

Our city has taken, and is to take, prominent place in the list of commercial cities, not only of California, but as well of our great Nation. And true spirited Oaklanders, placing grateful acknowledgment where acknowledgment is due, granting merited approval where approval is due, dwell with thoughtful significance upon that which has been accomplished by the Oakland Traction Company and by the "Key Route," which is the more familiar name of the San Fran-

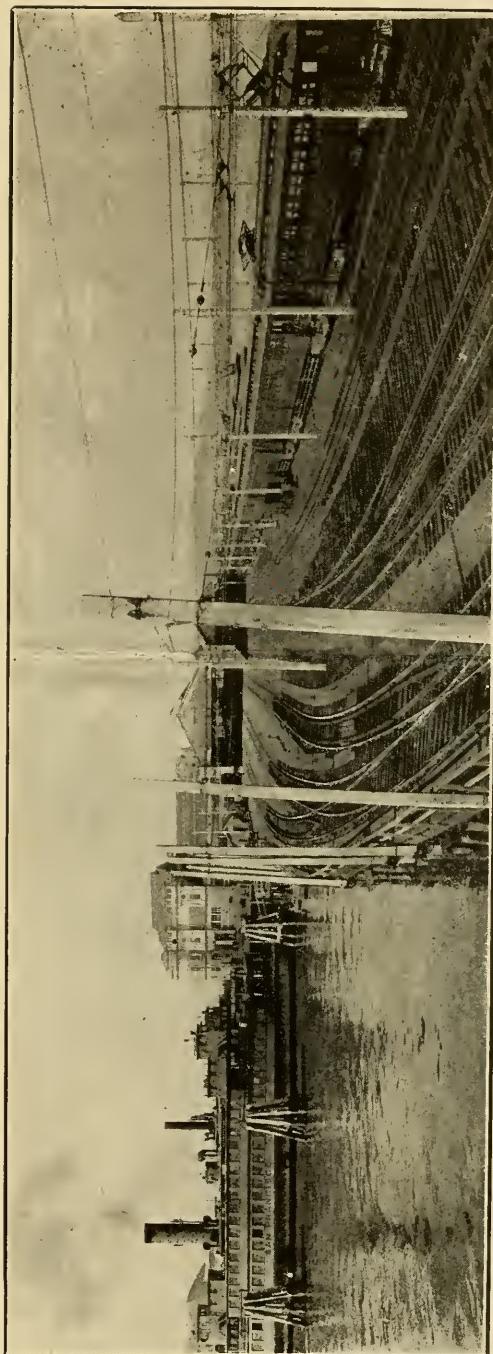
cisco, Oakland and San Jose Consolidated Railway.

These lines have, without doubt, been most closely identified with the marked growth which has taken place in Oakland during the past few years.

It is not difficult to recall the days before the establishment of the splendid service now being rendered by the Key Route, when the extremely congested condition of the trans-bay travel and unsatisfactory hourly service meant almost the exclusion of the fair cities on this, the east side of the bay. Nor is it difficult to recall the property values of outlying districts prior to the time of establishment of the ample transportation facilities afforded by these lines, for comparison with the values of the present day. Take, for example, the attractive



Birdseye view of the Oakland Traction Co. Shops, Material Yards and Storage Yards on Yerba Buena Ave. with Key Route Interlocking Tower No. 2 and Key Route Train rounding curve in foreground



Key Route Electric Trains at Key Route Mole waiting the arrival of Ferry Boat

residence district in North Berkeley known as the Northbrae tract. This property was sold about six years ago at a price ranging from \$500 to \$1,000 per acre; this tract has been subdivided and is now selling at from \$8,000 to \$12,000 per acre.

This same condition obtains in other outlying districts, such as the Fremont tract of some thirty-one acres, which seven years ago was purchased at about \$700 per acre. This also is subdivided and is now being

settlement of these properties and their enhancement in value?

What of the fast modern steamers of the Key Route! Steamers giving 15 and 20-minute service, rushing to and fro between San Francisco and the handsomely equipped mole on the Oakland side of the bay! Its up-to-date electric trains! Are they not operated to render good service, good treatment, and, above all, so as to assure protection to patrons?



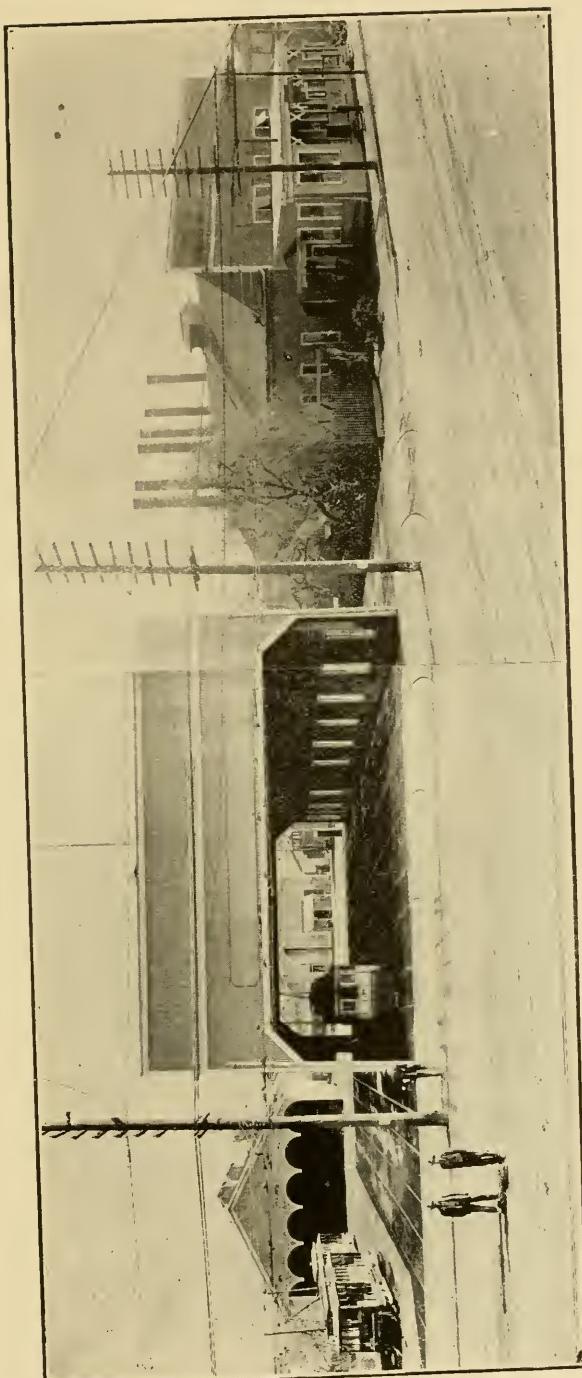
General Office of the Key Route and Oakland Traction Co., corner San Pablo Ave. and Jones Street, Oakland, Cal.

rapidly purchased at prices ranging around \$6,000 per acre.

Is it not apparent that the change that has thus taken place is due to the establishment of the transportation facilities now being afforded by the Oakland Traction Company and the Key Route system?

Has not the Oakland Traction Company, with its far-reaching lines, branching into all outlying districts, been the medium of

This latter fact has surely been very definitely brought out by the recent installation of the new automatic block signal system upon their lines, between San Pablo Avenue and the Pier terminal, where the fact of nearly 600 daily trains being operated over this short stretch of double track necessitates that the most extreme precaution be exercised to prevent accidents. The Key Route Company has placed this pro-



Power House, Car Sheds and Headquarters of Oakland Traction Co. at Hayward, Cal.

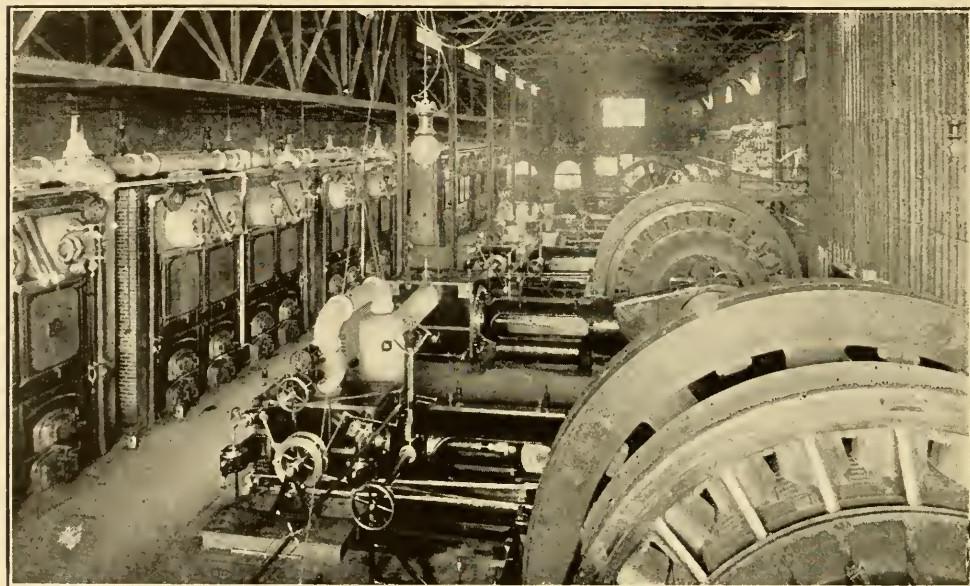
tection about the traveling public, regardless of the heavy expenditure its installation entailed.

The Oakland Traction Company and Key Route are composed of and controlled by men of Oakland. It should suffice, so far as this city is concerned, to call public attention to the fact that Mr. F. M. Smith is the dominating spirit of both companies. Oaklanders know well how he has but recently gone out into the markets of the world and drawn together the great corporation known as the United Properties Company

alert to what the future holds in store for this vicinity.

In fact, the Key Route's familiar trade mark (the sign of the key) has come to have particular significance, standing out in reality as the veritable Key, which, with its sister enterprise, the Oakland Traction Company, has opened up the great possibilities existant on this side of San Francisco Bay.

The casual visitor to Greater Oakland is at once impressed with the excellence of the trans-bay and local transportation service



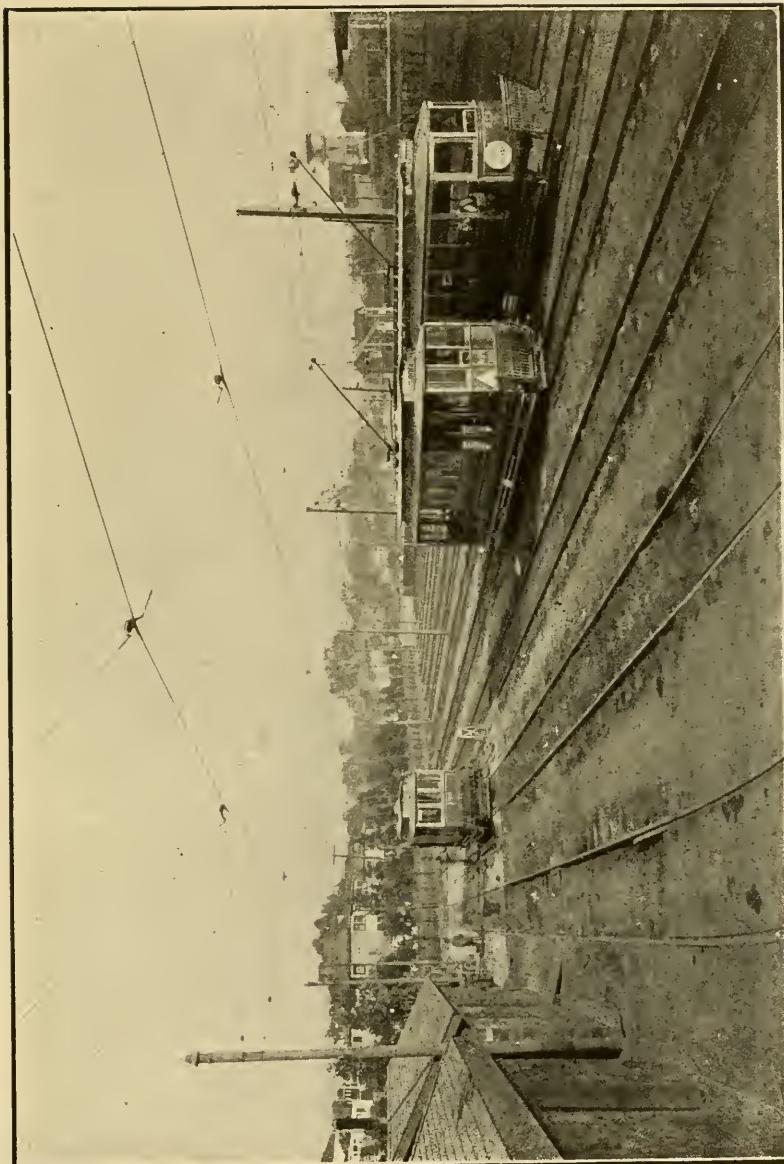
Interior view of Key Route Power Station showing several of the large Corlis Engines and Dynamos which generate the power

of California, with a capital of two hundred millions of dollars, which vast sum is to be expended in the establishment of betterments, with Oakland as the vortex of its accumulated strength.

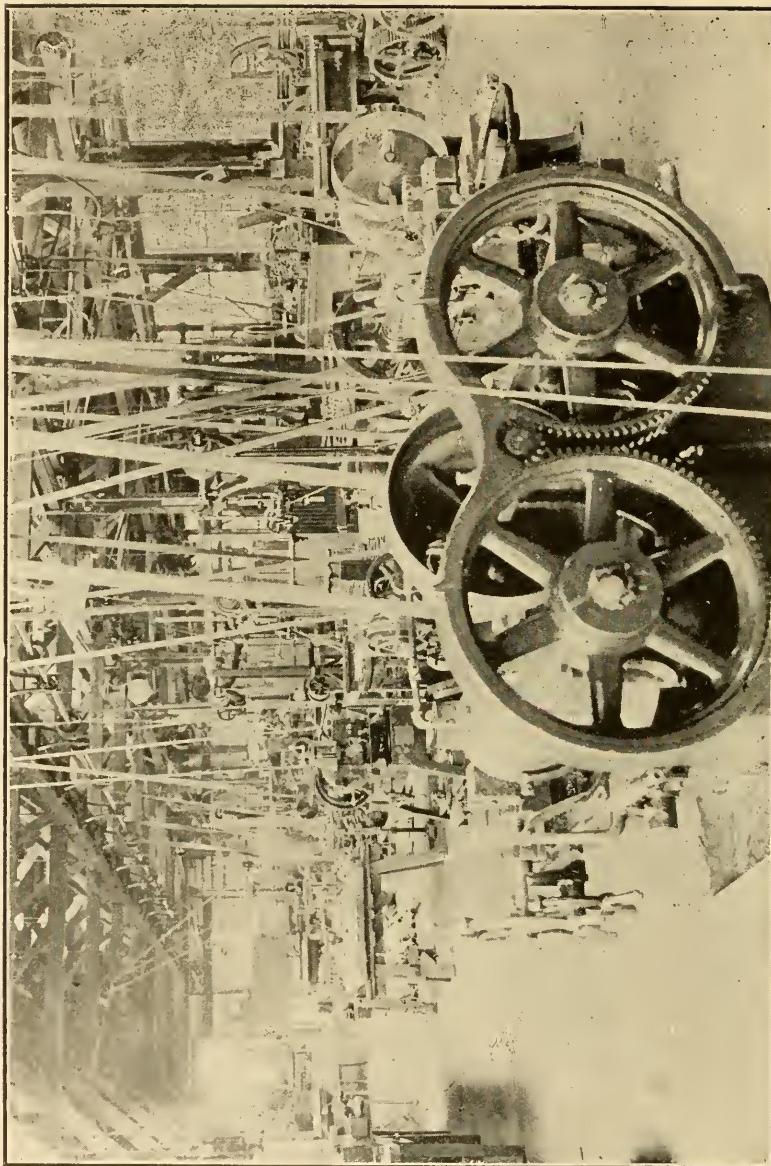
With the same keen, broad-minded outlook which has made Mr. Smith's name synonymous in Oakland with such words as "growth," "enlargement" and "enrichment," he has surrounded himself with others who are identified with the predominating spirit of progression and who are men keenly

afforded by the Key Route and Oakland Traction Company.

The continual effort of these interests in affording betterments in extent, convenience and safety of service are not only in the way of upbuilding their own lines, but Greater Oakland as well, for, acting in harmony with the Chamber of Commerce and other commercial and economic bodies of Greater Oakland, the attention is gained of the man looking for a home or a business location, or the interest in search of an ad-



Storage Tracks at Oakland Traction Co., Central Station in East Oakland



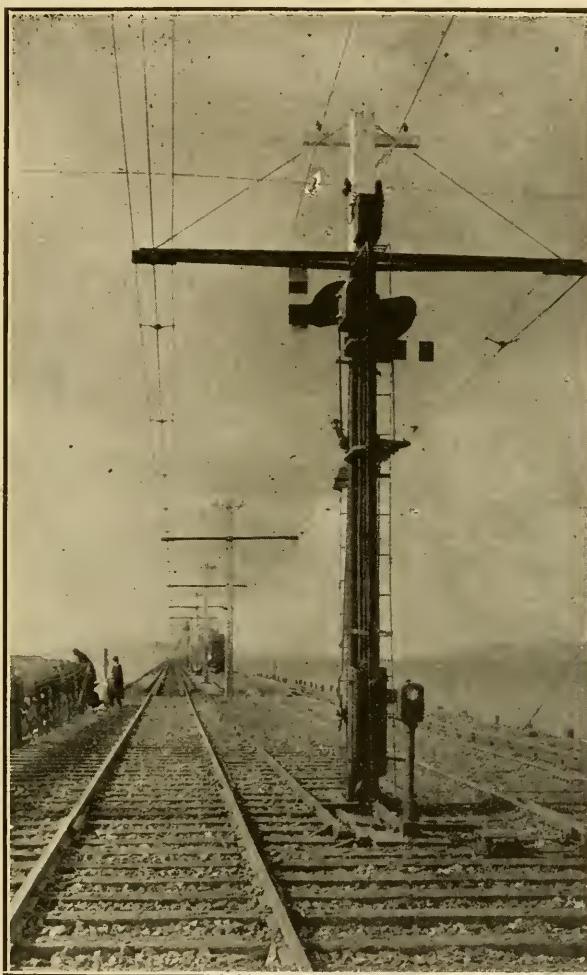
Interior view of Electrical Repair Shops of Key Route

vantageous industrial site, so that the Key Route and Oakland Traction Company are in fact busy and indefatigable publicists for Greater Oakland.

A recent new department embraces facilities and attractions whereby hundreds of people are each week brought across the

transcontinental train service took them whirling through the back yard of Greater Oakland on their way to San Francisco.

This is but one of the many instances where the Key Route and Oakland Traction Company interests have recognized a manifest need and an opportunity to assist and

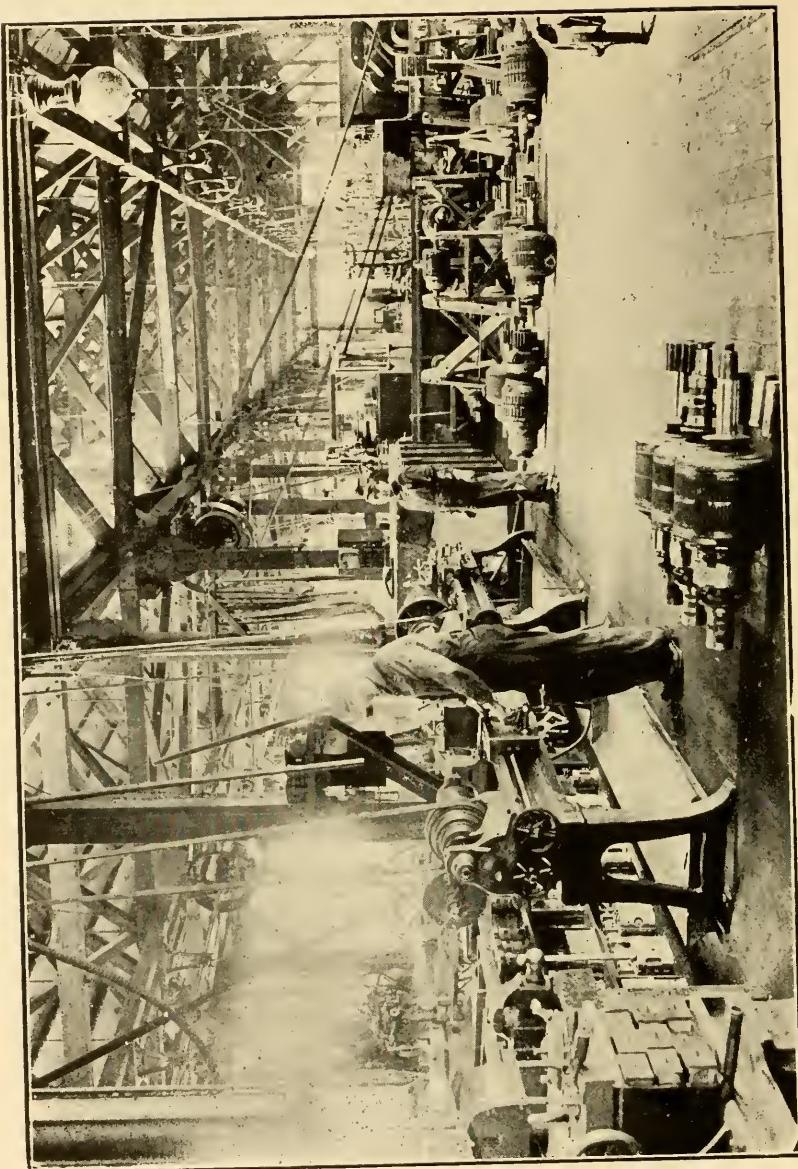


Showing signal standard of the new automatic block signal system and Key Route train on its way to the mole. Nearly 600 trains pass over these double tracks daily

bay from San Francisco and shown the business and residential sections and all points of interest in Greater Oakland. These people would not otherwise visit the east side of the bay during their time on the Pacific Coast save as the exigencies of

hasten the growth of the community, and have promptly grasped the opportunity and satisfied the need.

Too, more than any other one interest in this entire section, the closely associated interests of these lines have been of benefit



Interior view of Electrical Repair Shops of Key Route



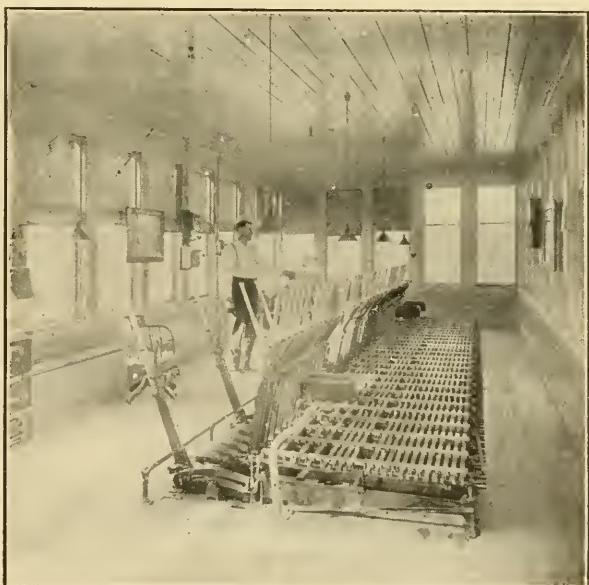
terior view of Electric Interlocking Tower No. 3 of Key Route

Oakland and adjacent cities in the way giving employment to labor. At the present time they employ in the neighborhood of 2,000 men. This means a monthly payroll to be distributed in Greater Oakland approximately \$175,000.

consider the various departments required to operate this great system: in Yerba Buena Avenue (Fortieth Street) ending from San Pablo Avenue to the shore, are situated their car shops, machine shops, power house and material yards, each with its quota of skilled mechanics, carbuilders, foundrymen and electricians. At Haywards, on the extreme south end of the line, is a power station and car barns calling for a large force for operation. At Central Station, in East Oakland, is a headquarters for the storage of equipment, requiring another force of men. Telegraph Avenue and Fiftieth Street have the large car barns and shops for the storage of the equipment of the northern district, requiring their employees. At Richmond are the facilities for use in connection with the East Shore and Suburban Railway, now a part of the Oakland Tramway Company. There is the marine department with its five familiar orange-colored

steamers, named "San Francisco," "Fernwood," "Claremont," "San Jose" and "Yerba Buena," each with expert crews of skilled navigators. At the pier terminal, known as the Key Route Mole, is the headquarters of this department. Here again is required a large force to attend to the upkeep of the handsome ferry houses, wharves, etc. In the large building at the corner of Jones Street and San Pablo Avenue are located the general offices, a veritable beehive of activity, under the able heads of the vice-president, general superintendent and chief engineer of maintenance of way, with various sub-departments and diversified and widespread interests; also the purchasing department, the auditing department, with its large force of accountants, the claims department and the line department.

These numerous and various branches of labor, herein but briefly outlined, giving steady employment as they do year in and year out, have been one of the largest factors in the establishment of Greater Oakland homes—homes which are being created in surprisingly increasing numbers in an ever-widening territory, between Hayward on the south and Richmond on the north, between the mountains on the one hand and the sea on the other hand.



Interior view of Lever Room with attendant on duty in interlocking room



F. M. SMITH (*Borax*)

PRESIDENT OF THE UNITED PROPERTIES CO., WHO HAS INAUGURATED
THE MOST GIGANTIC CONSOLIDATION OF
INTERESTS IN THE WEST

Gigantic Financial Concern Plans Big Things

United Properties Company Will Expend Millions
in Oakland and Vicinity

The close of the year 1910 was marked by the filing of the articles of incorporation in the State of Delaware of the most powerful corporation ever organized for the development of California interests, excepting that of the Southern Pacific Company, namely that of the United Properties Company, with a capitalization of \$200,000,000. All of the incorporators are Californians and all of the

interests combined in the company are California properties. The incorporators are F. M. Smith, William S. Tevis, R. G. Hanford, W. R. Alberger, Gavin McNab and Dennis Searles. The interests of which the United Properties Company is the holding organization are the Oakland Traction Company, which controls all the street electric railways serving the three cities located on the east-

ern shore of San Francisco Bay and their suburbs; the San Francisco, Oakland and San Jose Electric Railway and its transbay ferry system, popularly known as the Key Route, and the vast acreage of water-front lands adapted to commercial and industrial uses, and urban and suburban residence property, all of which are vested in F. M. Smith, and the water-producing lands and hydro-electric power sites owned by William S. Tevis in the Sierran basins of the Tuolumne and American Rivers, and in the main streams which rise on the flanks of Mount Hamilton in the inner Coast Range of Santa Clara County.

R. G. Hanford and Gavin McNab represent the foreign interests that have financed the corporation with unlimited capital to develop the properties which have been placed under its control. The other members of the directorate represent the interests of Frank M. Smith merged in the holding company.

On January 13th the directors named in the articles of incorporation of the United Properties Company organized by the election of the following officers: Frank M. Smith, president; William S. Tevis, first vice-president; R. G. Hanford, C. B. Zabriskie and W. R. Alberger, vice-presidents; C. B. Zabriskie, treasurer; F. W. Frost, secretary, and Gavin McNab, general counsel.

The object of the merger is the reclamation of the large area of tidelands owned by the Realty Syndicate on the western water front of Oakland, the construction of wharves for deep-sea commerce on the fifty-year leasehold frontage on the northern side of the Key Route basin held by the San Francisco, Oakland and San Jose Railroad; the extension of the latter electric railway system to Santa Clara County to the South

and to Sacramento to the North, and later to other points; the development of the Sierran water-power resources and the water supply sources of the Bay Cities Water Company, and the opening up for settlement of the urban and suburban properties of the Realty Syndicate, which extend along the flanks of the Coast Range from the county line north of Berkeley to the neighborhood of Hayward.

These undertakings involve the expenditure of vast sums of money, all of which will inure to the benefit of the city of Oakland, as well as to the profit of the big corporation. The reclamation of western water-front lands and the building of wharves on the Key Route basin, which is to be the first enterprise to be developed, will cost, at a low estimate, \$5,000,000, and this work is to be started at once. The extensions of the San Francisco, Oakland and San Jose intercounty system will absorb many millions more, and the development of the water supply and hydro-electric power sources still greater sums. The water supply system is designed to meet the wants of the cities located on the shores of San Francisco Bay and intermediate communities along the pipe line and the hydro-electric sites are to be utilized to supply power for the operation of the railway systems merged in the corporation and to serve the industries which are expected to be located on the reclaimed water-front lands with light, heat and power.

The carrying out of the various projects embraced in the plans of the United Properties Company contemplates making Oakland the most important commercial and industrial and the most populous city on the Pacific Coast.



The Southern Pacific and Oakland



INTERDEPENDENT relations between the railroad and the city explain the activity now shown by the Southern Pacific. If "the old order changeth, giving place to new," it is not wholly because the old was antiquated, but because it was no longer equal to the demands of the new city.

The old Oakland was not a mossback except in spots, any more than a boy is behind the times because he is a boy. He is simply not a man. And the city of twenty years ago, of six years ago, was not the city of today. Its awakening, its growth, make demands upon the public carrier which the railroad is endeavoring to meet by an increase of facilities.

A General Condition.

The increase of population and the growth of business taxes the carrying capacity of railroads throughout the whole country. The statement has been made by a distinguished railroad builder that adverse legislation calculated to hinder railroad extension was unwise because there were not railroads enough in the country to meet the present demands of business and travel. That this is so is fairly evidenced by the efforts of the great lines generally to improve their efficiency and to increase the working capacity of the roads generally.

Railroad construction is everywhere expensive; railroad reconstruction can be done at much less than the cost of building new lines, but the cost is still enormous. Double tracking is going on in several directions on the main lines of the Southern Pacific, notably from this city across the Sierras; grades are being lessened; curvatures reduced; tunnels constructed; terminals enlarged, and the work involves vast expenditures of money. It is made necessary by the growth of travel and the expansion of business, and is undertaken for the pur-

pose of augmenting the carrying capacity of the roads and their wider usefulness.

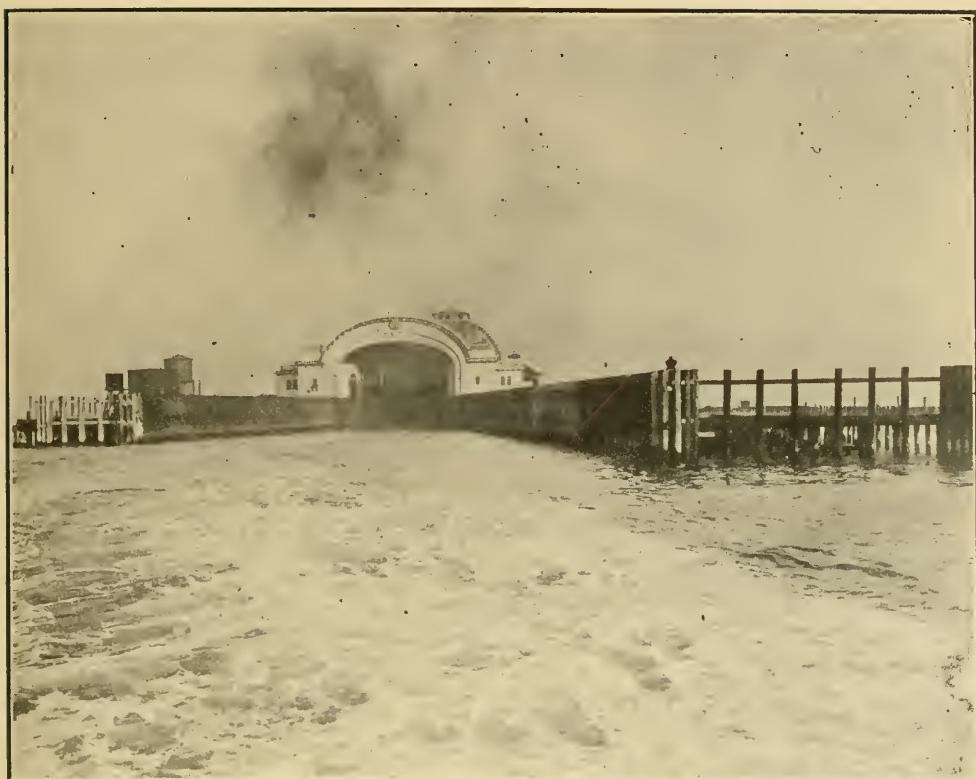
The transportation lines, of course, are the gainers in all this, but so is the public. The interests of the public and of the public carrier are interblended, and because this is so, indubitably and necessarily so, to antagonize the railroad, to treat it unfairly, to legislate against it unjustly, is poor policy. Co-operation is better than kicking as a steady rule. There are times when a kick in the right place may be salutary, but chronic grumbling becomes a habit and defeats its purpose.

The Compulsion of Growth.

The most forcible argument for railroad betterment is one which includes the interests of both the public and the railroad. Thus the growth of cities necessitates changes. It is a compelling power. The expansion of a city's suburbs, the increase of suburban travel, is a forcible and inescapable reason for improving facilities.

In the case of Oakland the demand of suburbanites and general "commuters" upon the railroad has rapidly increased for five years, and almost with the beginning of this expanding life of the city, the Southern Pacific began to plan the extensive changes involved in discarding steam and substituting electricity. Actual and active work began in 1907, but necessarily this work of initiating great and expensive changes was not on the surface, and was not seen by the public. But the work was going on and is now apparent.

In the country at large the development of motive power other than steam has been going on for years and had to be studied. The change from steam to electricity could not be made as an experiment. It must be slowly worked out, in the face of constant improvements and substitutions, in devices and ways of generating, transmitting and applying power, and this took time.



Southern Pacific Station, Alameda Pier, California

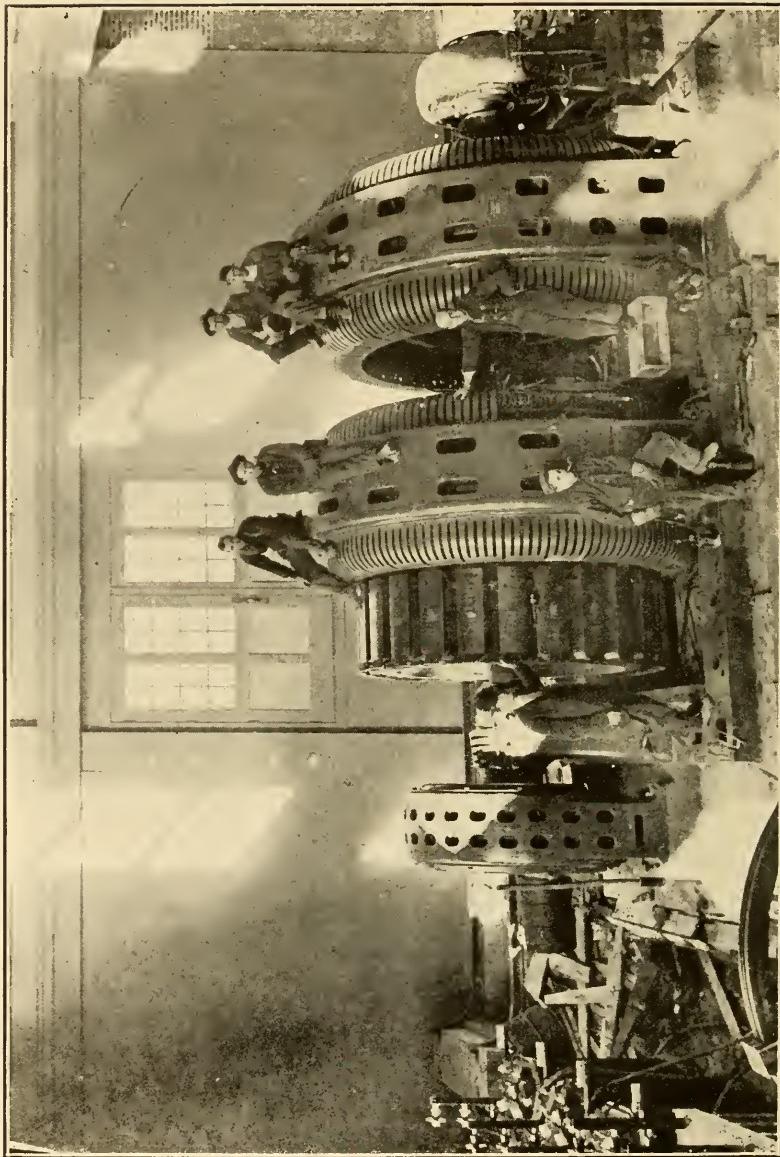
It was clear that a new era had come in the application of electrical energy in traction, the motive power being converted into mechanical power, but many months must be consumed in determining by travel and study of existing plants, the best methods as a whole, and in working out a multitude of details. Once installed, the system must not be a plaything, a cobhouse, but must be permanent—as permanency goes in a world of evolution—not only workable, efficient, dependable, but it must be the best.

Economy or Public Welfare.

Now the general public is apt to think that such a change is justified by the economy of electricity as compared with steam, and that this is the impelling motive. In the long run it is, but the public does not know what careful figuring a railroad must do in a case like this before deciding upon

the expenditure of some millions of dollars. The fact is that the difference in cost of operation and maintenance is not great as between steam and electricity energy, and to counterbalance the great cost of change the slight saving must be applied through a long series of years. It is a wise change in the long run, and justified by considerations of business, but "business" also includes the public patronage, the public good will, so that the real reason for the change is complex and not simple, and involves the comfort of passengers, the saving of time, the question of nerves, the elimination of shock and vibration, and the general requirement of cities for quieter operation than is possible with steam.

And by the time the company has recouped itself for the outlay the inventive Yankee will have devised a better system, or science will have made new discoveries, and then the costly equipment now being



Dynamo, Southern Pacific Power Plant, Fruitvale, California

installed may go to the junk pile, as the discarded material of today is going.

The City's Gain.

This is one thing certain: The practical outcome is the increased comfort of citizens, the augmented attractiveness of the city and its suburbs, the added value of all realty. The population can be doubled without crowding at the center, without inconvenience in getting to business from the suburbs, and all the city will be cleaner, quieter and more enjoyable as a place of residence. This will more clearly appear further on. We want to note here what

who remember when Oakland was not. They recall the magnificent site of the city of today, a fine slope from the bay back to the hills, and fifteen hundred acres covered with the broad-topped oaks which gave the city its name. Here might have been an encampment of the ancient Druids, or this might have been a grove of Dodona in Greece, the climate and the landscape being not unlike that of Greece.

The young city was for many years a great contrast to its treeless neighbor across the bay, its evergreen oaks resembling great apple trees, so that this city



Trolley Wires, Alameda Mole, Cal.

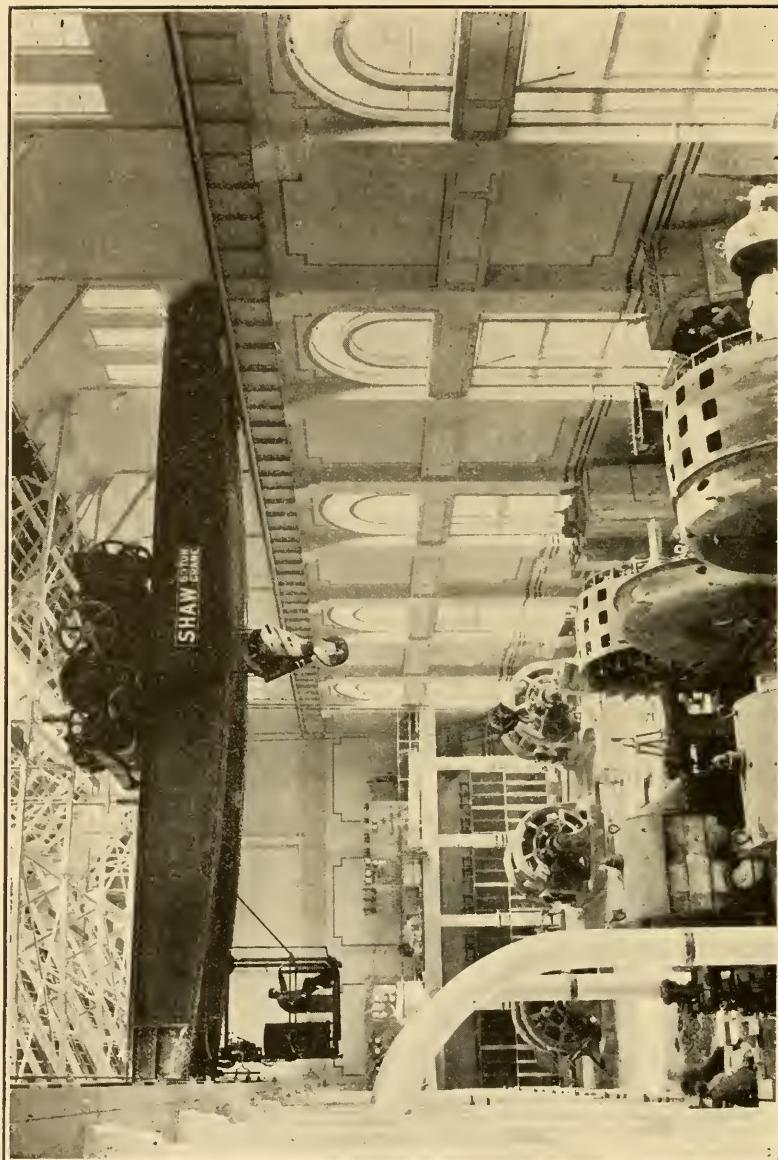
will be apparent at once, that the change **fits the city of today**. The great growth on this side of the bay calls for the best possible service on the part of the railroad, and the old-time corporation is meeting the new situation with the best that the progress of electrical science affords.

Have we waited long for these betterments? Compared with the growth of European cities our American municipalities are mushrooms of a night. Even towns of moderate size across the big water are old, having their roots deep in the centuries.

But many are living, hale and hearty,

looked as if built in a vast orchard. It retains many of its trees and is still picturesque because of them, but great business blocks are not built in groves of oak, nor are car lines and railroads and three hundred miles of graded streets favorable to the preservation of urban forests and natural parks.

Lake Merritt is still bordered with native trees, and the extensive planting of trees and the awakening of the city to the need of additional parks has done much to enhance the beauty of the general landscape. Many will recall, as if it were yes-



Crane, Southern Pacific Power Plant, Fruitvale, California

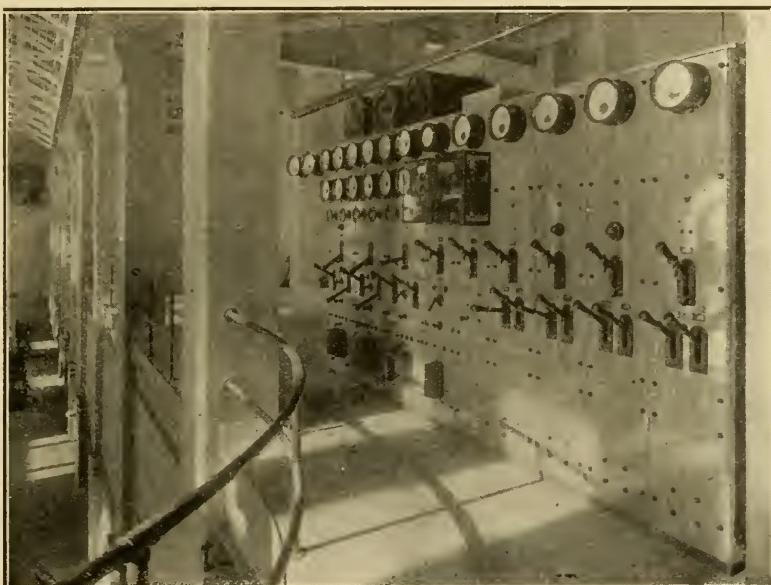
terday, the old wharf that projected into the bay; then the extension, in 1881, reaching 1.3 miles toward Yerba Buena Island; then the long task of filling in with rock and soil and the gradual pushing out and expansion of the mole until the distance became 1.21 miles and the actual acreage of made land 11 acres, on which is laid five and one-half miles of siding.

It has all been the evolution of a few years—the life of a young man of thirty-five or forty—and behind it is the pushing power of a city and the expansion of traffic around

Electricizing Railroad Lines.

The work is proceeding as rapidly as conditions admit. In its very nature the work demands carefulness, as we have said, before a stroke was allowed. Engineers ransacked the East to study, to find out what had been done and why; to find new methods; to investigate new equipment; to acquire the latest ideas and the latest devices.

The main power plant is at Fruitvale, one is at West Oakland, with a third at Berkeley. Before work was begun on these



Switchboards, Power House, Fruitvale, Cal.

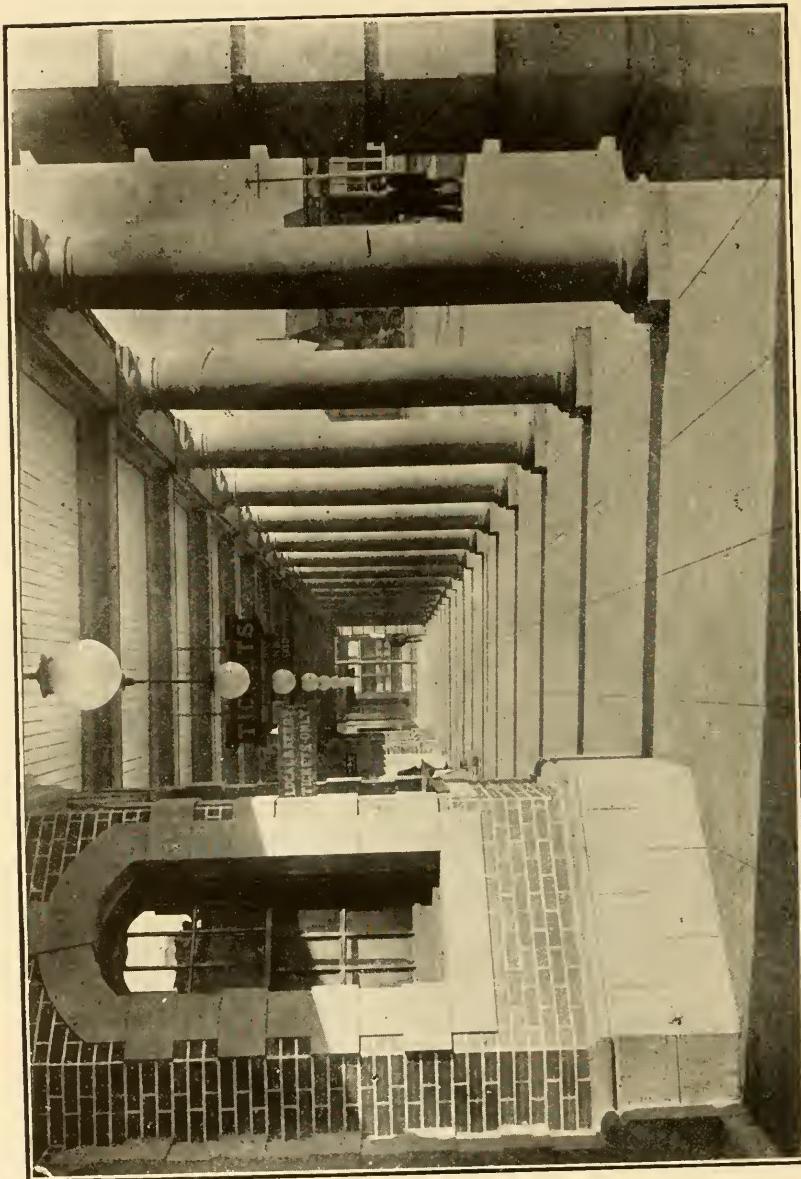
that door to the greatest ocean, the Golden Gate.

When the Argonauts came Oakland was not. A town was laid out in 1851 and the oak grove held the ground. Today its area is 60.77 square miles and its waterfront 27 miles. It bids fair to become what our distinguished ex-president said its location would make it, "the greatest railroad terminal on the Pacific Coast."

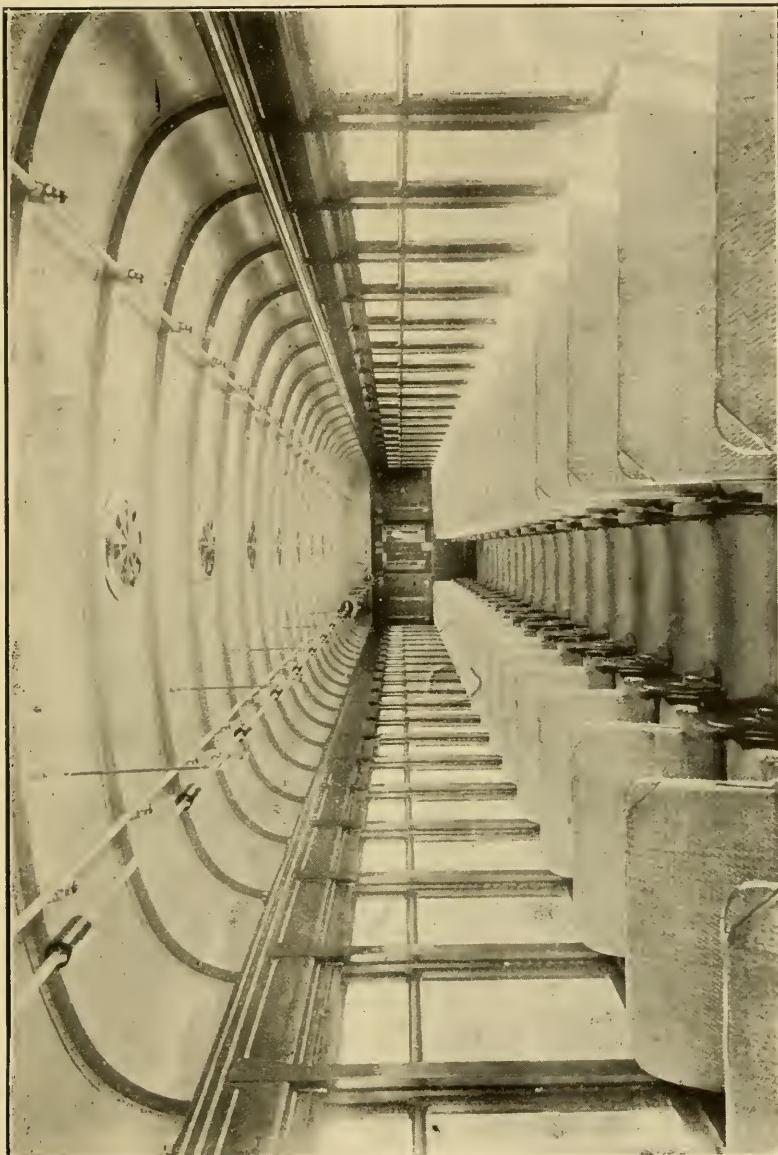
The reclamation of more than four hundred acres from the bay on the city front means a large area for manufacturing, and the growth of various industries is anticipated by the demand for leases on the new water front in advance of reclamation.

the architect visited the chief cities of the East and visited all the large power plants. The building, greatly modified in form from anything he saw, is the result of the knowledge acquired in seeing what others had done. The main house is equipped to generate a 30,000 kilowatt output, equivalent, roughly speaking, to 30,000 horsepower. This can be increased by 15,000 kilowatt by a small addition to the building, provided for in the plans. The general instructions were to provide for all the "load," present and future, that they may be developed when the entire electrification of the bay district has been completed.

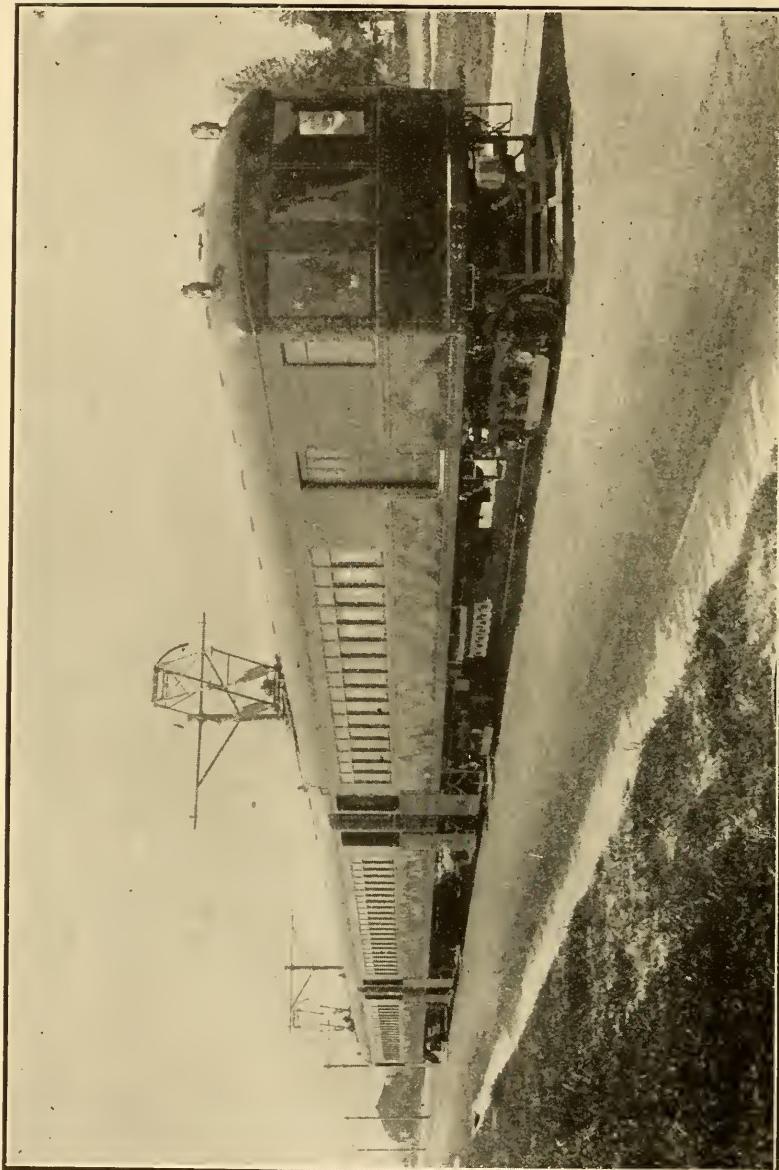
The details from an engineering stand-



Southern Pacific Depot, First Street and Broadway, Oakland, California



Interior Southern Pacific Electric Car



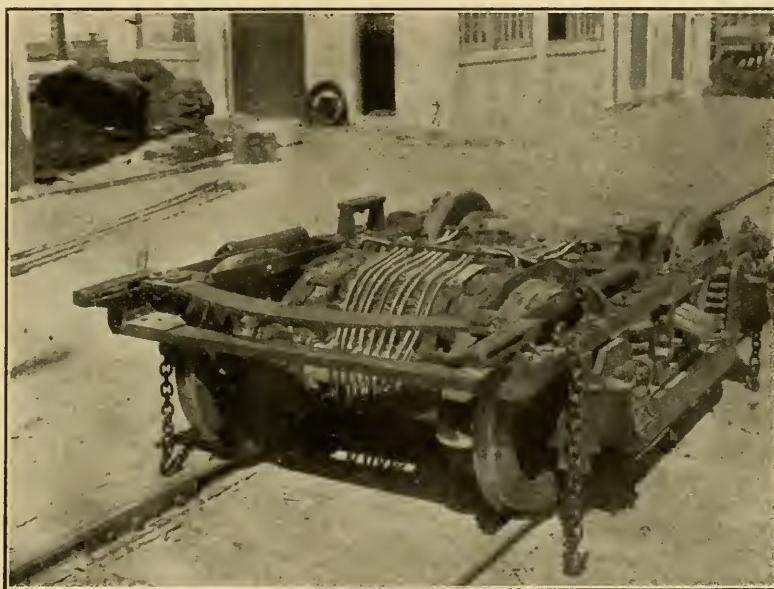
Southern Pacific Electric Train

point are too technical for any but experts, but in a general way the equipment is the very latest and what is called the Catenary Suspension is a conducting line and trolley differing in appearance and construction from anything in use in the United States.

The conductors are as big as a standard garden hose and look much like it. When in place the trolley wire does not sag and in use does not emit sparks. The arrangement is such that pressure upon it when the train is in motion is uniform, the line being straight, and is touched by the device which connects it with the motor coach, al-

most of time for nobler things (sic) has only to place the bit of pasteboard in the brass fingers attached to the seat and fall into oblivion so far as the meddling conductor is concerned. For the owls who fly by night, a reading light is placed over each seat, the effect of this being to assist in the education of the public by allowing nobody an excuse for solitary thinking apart from novels or newspapers.

To facilitate this daily and nightly absorption of "literature" while going to and from business, these new coaches are provided with "shock absorbers." It is not to be



Motor on Electric Truck

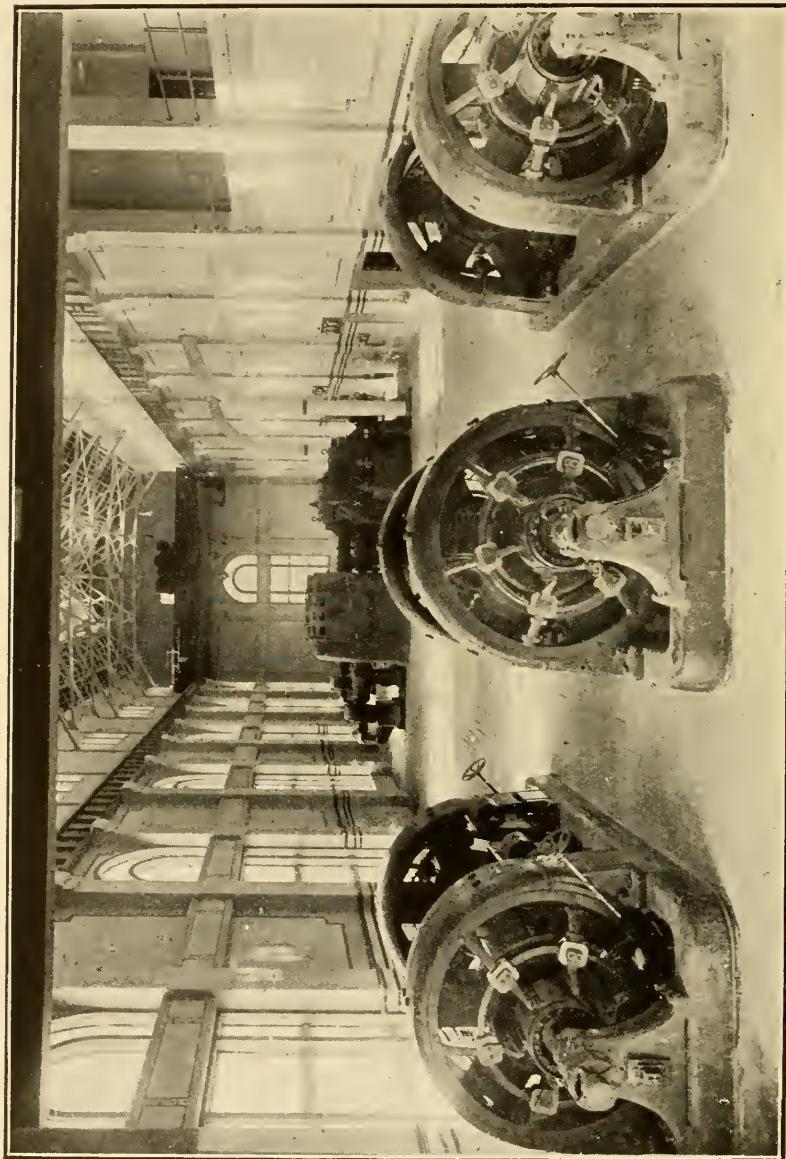
ways from the same distance and with the same force.

The roadbeds are reconstructed and put into first class condition and the coaches are being provided as rapidly as possible. These are all new and made entirely of steel. The motor coach weighs 109,400 pounds. The seating capacity of the passenger coach is 116, and they are as comfortable as the most exacting could ask for. The seats hold three persons and a wide aisle runs between them.

Brass slips are on each seat for holding tickets, and the hustling commuter who wants to read his newspaper and save a

hastily inferred that this is to counteract the effect of the large headlines in the Daily Shocker, or of delicate situations in the plot of the problem novel in the "Cosmopolitan." The shock absorber is an arrangement to eliminate physical bumps and thumps—to prevent vibration; in short, so that the reader may keep the line in book or paper with as much comfort as in the library at home. It is a great scheme, and that it may be enjoyed by all no arrangement is made for standpatters—or stand-uppers.

No provision is made for people to stand up on two precarious legs, holding on to



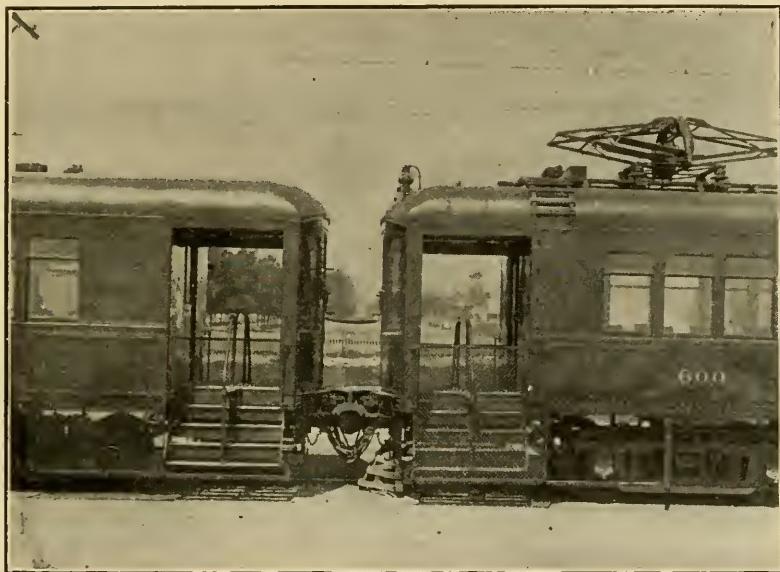
Dynamo Room, Southern Pacific Power House, Fruitvale, Cal.

overhead straps. These electric lines will have no straphangers—which means that enough coaches will be provided for all who travel.

The electric train is started and stopped quickly and smoothly, the maximum power being available at the moment of starting, and the train is arrested speedily without jars. Up to date 125 coaches have been received—more to follow—and this means the scattering of the old coaches, and vast quantities of material relegated to the scrap pile.

The facilities provided are not only ample,

kind west of Omaha, so officials say. The cost will approximate \$300,000. It will be of steel and concrete, the interior having a granite base and facings of terra cotta glazed tile. The roof will be California red tile. The ground area will be 600x140 feet, two stories in part, with mailing rooms both on the ground floor and above. This means that the local and main line travel will be provided for separately, the former using the upper waiting room and the latter the lower. The upper room will be a roof garden in effect, and passengers for local points will go directly into trains



Southern Pacific Electric Cars

but anticipate 100 per cent increase in demand upon the new system. It will be realized.

Shops are located in West Alameda and include repair shops, with track for nine cars, paint shop and car track for twelve cars, and an inspection shop with tracks for eighteen cars.

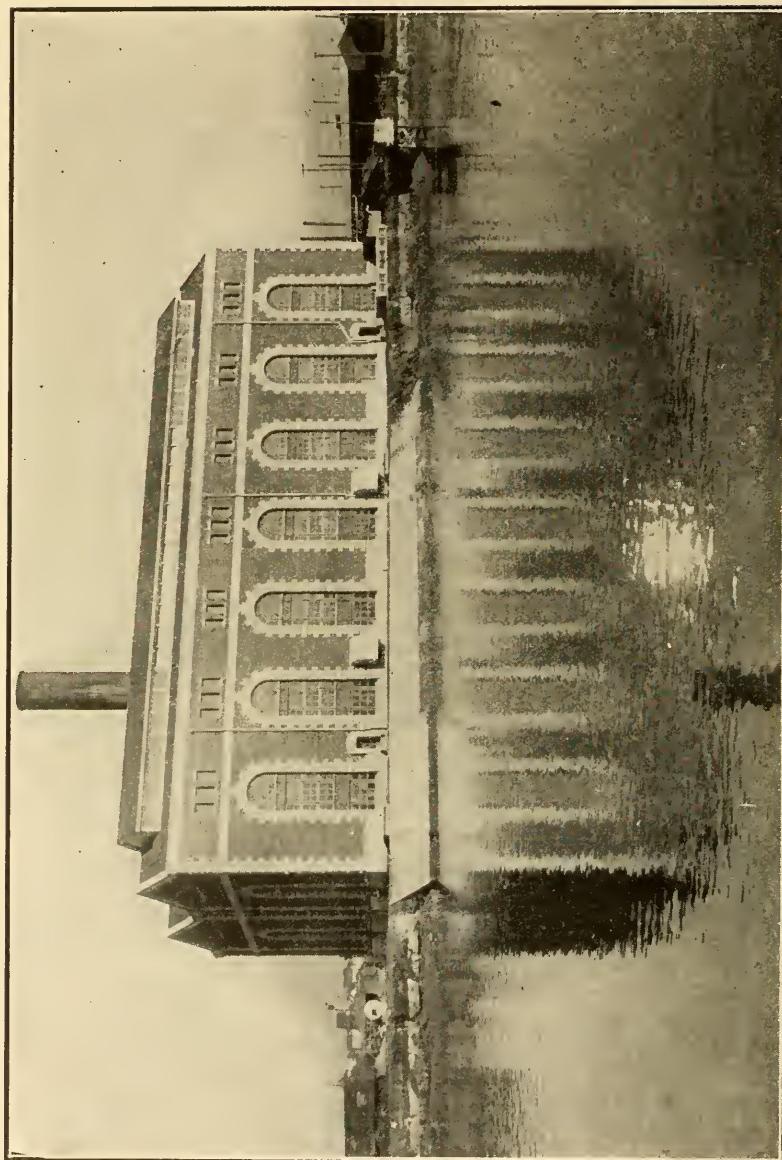
The New Depot.

Work has begun on the new passenger depot at Sixteenth Street, Oakland. As a matter of fact, it began long ago in the elevation of tracks to suit the new plans and in the working out of the plans themselves. The structure will be the handsomest of its

from the second story, the tracks being elevated. Main line passengers will reach their trains from the ground floor, passing under the archway. This insures safety and insures also that trains on the main line will not be delayed waiting for locals to pass.

This arrangement is again an expensive one, but necessary at this busy point to facilitate travel and to minimize dangerous accidents. Every railroad must guard against these, as they are apt to be mulcted for even the carelessness or recklessness of the traveler.

The main waiting room will be 80x160 feet, and will be finished in California marble. The building will include all modern



Southern Pacific Power House, Fruitvale, Cal.



Sheds, Southern Pacific Co. Station, Alameda Pier, California

conveniences, also necessary offices and other rooms, a United States postoffice, telephone service, etc.

It is a constant aim of the company to improve its service and to provide comfortable and even luxurious places from which patrons of the road can board the trains, or wait for trains or friends. A large item in a railroad bill of expense is this matter of depots in the larger cities, and their erection is often deferred longer than, to the impatient citizen, seems desirable or even wise as a business policy.

But these fine structures are the luxuries of the service, and the public is as deeply interested as the railroad in good roadbeds, reduced curvatures, lower grades, block signals and all that will save time in travel and traffic and reduce the element of danger to the lowest point. These are the necessary things and to provide them the luxuries have sometimes to be delayed. It is good for the citizen sometimes to look at the railroad's side, and especially to note what railroad management has meant of late years. There has been but little expansion, save in reaching out for the trade of this wonderful Pacific Coast. But there has been immense growth within the great systems—sidings built, cars bought, new and larger engines put into service, mountains tun-

neled, rivers bridged, equipment standardized—a hundred things that cost millions of dollars and mean efficiency and better service. The aim has been to make two tons of freight move where only one moved before, and it has been "up" to the railroads to keep pace with the growth of a prosperous country.

This is the reason why the Southern Pacific is spending millions about the bay, to keep pace with the growth of a great region. This is why, after long planning and nearly four years of preparation, Oakland is to have a fine depot and an electric system surpassed by none. The growth of the city has compelled it, and in time it will increase the city's growth. This is inevitable, and one of Oakland's assets today is in sight, if not quite an actuality—a modernized, efficient, luxurious suburban railroad service. Let us not grumble and criticize, but rejoice—and get in and work for a greater Oakland and a still more up-to-date railroad system, if the Genii of Invention is still on his job.

Let the watchword be co-operation. It is one of the universe, and was at work in the world long before the monkey was reached in the process of evolution, or the descendants of the monkey became city dwellers and railroad builders.



Lance Richardson



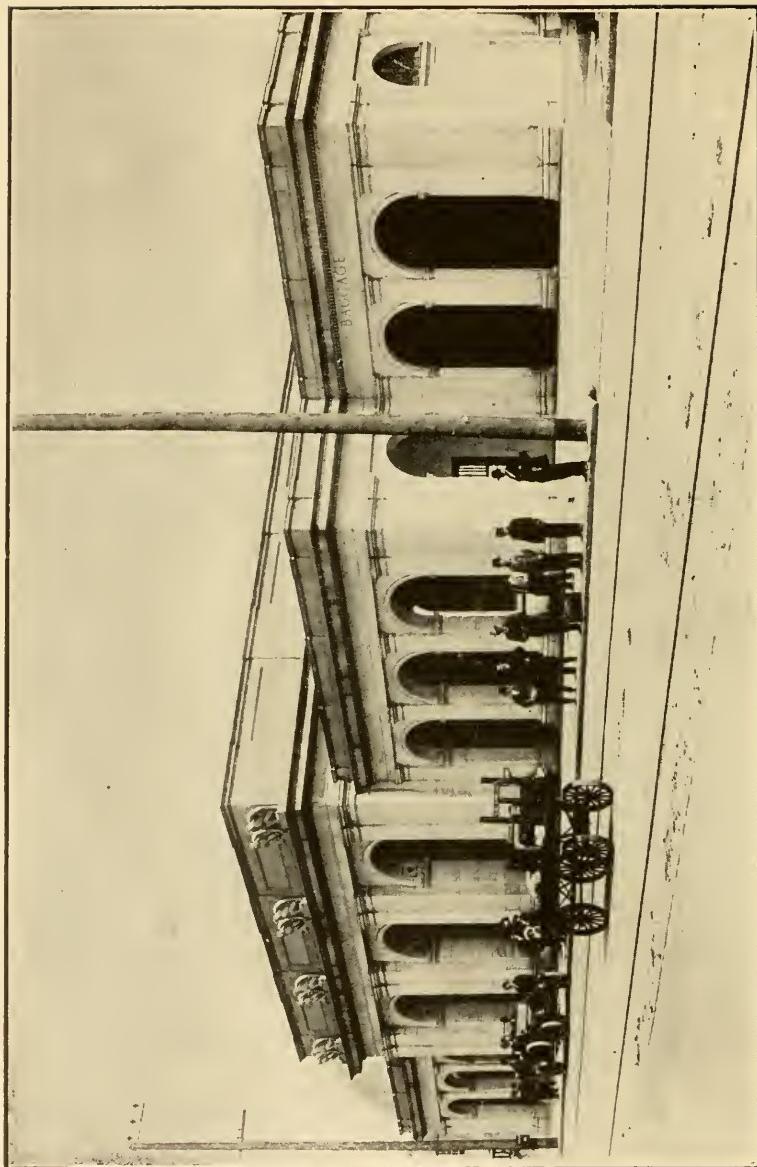
DISTRICT FREIGHT AND PASSENGER AGENT
SOUTHERN PACIFIC CO.

One of the most efficient all around railroad men in California is Mr. Lance Richardson, District Freight and Passenger Agent of the Southern Pacific System in Oakland.

Mr. Richardson is a native of California and is a self-made man in the fullest sense of the term. He began his career in the modest position of messenger boy when a lad, and later mastered the art of telegraphy. As an expert telegrapher he rose to the responsible position of train dispatcher and also has filled the position of train master.

He has acted as local agent for the Southern Pacific at various points in California, and just previous to coming to Oakland, was for five years Commercial Agent at Santa Barbara.

Mr. Richardson has had thirty years' railroad experience, all with the Southern Pacific Company, in both the operating and traffic departments. The large amount of business transacted through the Oakland office of the Southern Pacific places Mr. Richardson in a position of the first magnitude, and he is particularly well equipped to take care of all its responsibilities.



Western Pacific Depot, Oakland, California

The Latest Railroad Across the Continent

By Homer J. Carr



HEN C. P. Huntington, builder of the Central Pacific, turned in disgust from A. W. Keddie, pathfinder of the Sierras forty-five years ago, after telling him that his dream of a railroad through the wild and tortuous Feather River canyon was worse than a dream—that it was a furious nightmare—the heart of the enthusiastic engineer was well-nigh broken.

After a year's arduous and dangerous work, Keddie succeeded in finding a way through the Sierras in that gold-strewn canyon for the first railroad ever built from the Pacific Coast, leading across the continent. "No man will ever be fool enough to try to build a railroad through that canyon," said Huntington, ending the interview.

Keddie is one of the few survivors of the generation building the first transcontinental line and as an old man, the other day stood on the steps of the city hall at Quincy, Cal., and made the welcoming speech to the first passenger train to run through the famous Feather River canyon on the new Western Pacific.

His dream of a half century ago had come true, and the old engineer's voice broke as he told of the ignominious rejection of his plans by the builders of that first railroad constructed across the precipitous and forbidding Sierra Nevada.

But if Keddie, the engineer, found the physical pathway for the latest, and for many years to come probably the last of the transcontinental lines, it was E. T. Jeffery who found the financial resources which are the vital element of every great undertaking.

Mr. Jeffery was elected president of the Denver and Rio Grande Railroad Company on September 30, 1891. The system

then comprised about 1,600 miles, with its western terminus at Grand Junction, Colo., about 250 miles from Denver.

In 1895 he commenced studying the extension of the system west, either by purchase of the Rio Grande Western Railway, extending from Grand Junction to Salt Lake City and Ogden, or by building an independent line to the points named, with the ultimate object, circumstances permitting, of extending to the Pacific Coast.

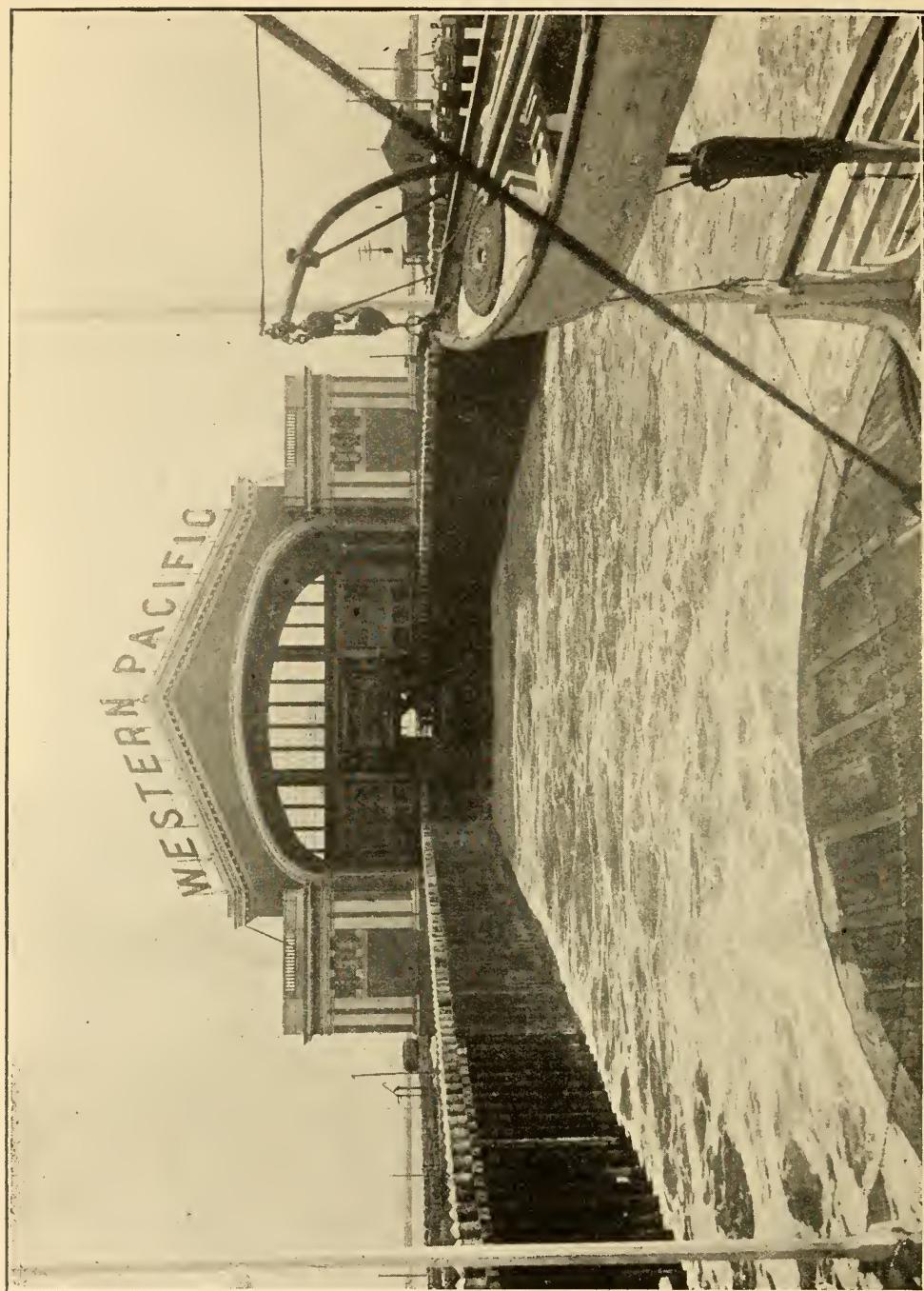
About ten years ago Mr. Jeffery negotiated for the purchase of the Rio Grande Western, having in the meantime had private reconnaissances made for a Pacific Coast extension. In 1903 he began taking necessary steps, confidentially, in California for securing control of Beckwourth Pass (5,000 feet above sea level) and Feather River canyon, between the pass and Oroville, Cal.

In 1905 Mr. Jeffery negotiated with bankers the sale of \$50,000,000 Western Pacific 5 per cent first mortgage gold bonds, and under the mortgage deposited the proceeds at interest with responsible depositaries in New York and other financial centers.

Soon thereafter he let to lowest responsible bidders the greater portion of construction work of the Western Pacific Railroad, and began securing ample terminals in San Francisco and Oakland, Cal.

The enterprise was delayed by the great San Francisco earthquake and fire; also by the financial panic of the latter part of 1907 and the first half of 1908, although work was carried on continuously with diminished monthly expenditures.

In 1908 Mr. Jeffery perfected a general financial plan for the Denver and Rio Grande in the form of a first and refunding mortgage for \$150,000,000, of which



Western Pacific Railway Mole

about \$18,000,000 could be applied to the completion of the Western Pacific by the purchase of second mortgage bonds of that company at 75 per cent face value, under certain contracts entered into between the Denver and Rio Grande and Western Pacific companies in 1905. In the latter part of 1909 he sold 40,000 shares of the preferred stock of the Denver and Rio Grande Railroad Company for providing further funds for Western Pacific, without adding to the fixed charges on the Denver and Rio Grande—a remarkable financial achievement, considering all conditions.

The Western Pacific Company expended to June 30, 1910 (exclusive of accrued interest on second mortgage bonds), the vast amount of \$70,438,302.41.

These funds were provided as follows: \$48,008,144.82 were proceeds, with interest, of the sale of \$50,000,000 of its first mortgage 5 per cent thirty-year gold bonds; \$18,784,333.40 were the proceeds, with interest, from the sale of \$25,000,000 second mortgage 5 per cent gold bonds sold to the Denver and Rio Grande Company, and \$4,606,412.01 were advanced by the Denver and Rio Grande Company.

The marked feature of this great enterprise of which Mr. Jeffery is president, and one which should impress the public generally, is that it has been built without subsidies or donations of any kind or character. It has paid for every foot of its right of way and every part of its station grounds and terminal facilities. This is in strong contrast with the old Central Pacific, now a part of the Southern Pacific system, which was subsidized so liberally by the general government with bonds and land grants, that large fortunes were made by its promoters.

Mr. Jeffery deserves practically all the credit for the inception, the financing, the engineering features and the proper equipping of the Western Pacific, and he is now hopefully exerting himself to build up its traffic and make it a self-sustaining property.

Where the Sierra Nevada spread out to the northward like a feather, three rivers, each called a fork of the Feather River, have their sources a mile and a half above sea level, and then through the

cleft in the granite rocks drop their waters down to the low altitude of the great fertile valleys of Central California.

The canyons which the rivers follow are without valleys. Generally there is just room for the tempestuous stream. The sides of the canyons are nearly perpendicular, rising frequently to the timber line above the stream, which tumbles and boils at their base. They are crooked, as Nature almost always breaks its chasms in the solid rocks. Somewhere Nature snugly concealed pure gold in the course of the streams from the mountain tops to the valleys below.

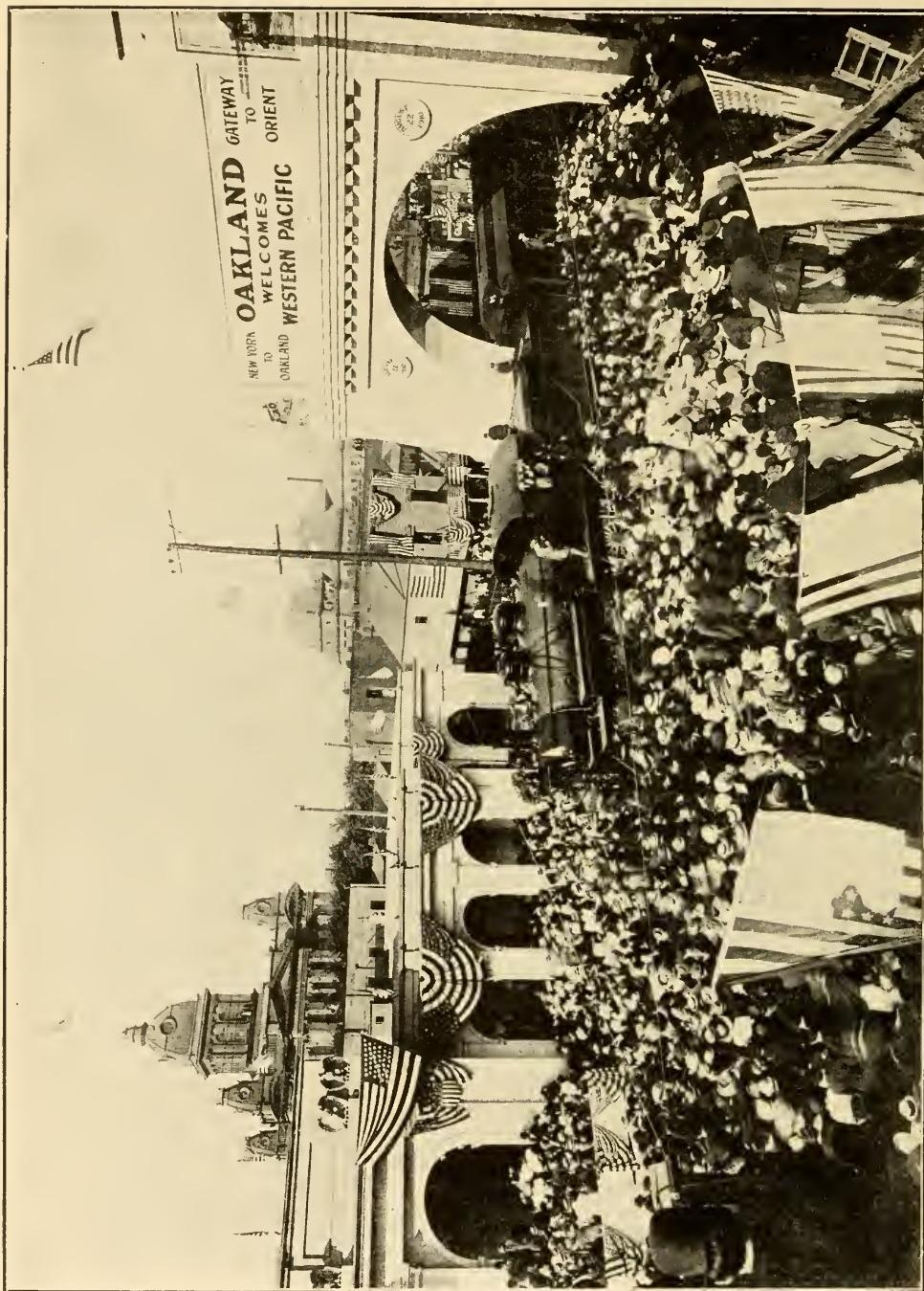
The roughest and most picturesque of the canyons of the Feather River, the one known as the North Fork, was selected by the new Western Pacific as its gateway into the valleys of the central portion of the Golden State. The pass leading to it was one of the lowest of the Sierra Nevada. With a tunnel about 6,000 feet long, this pass was crossed at an elevation of a little over 5,000 feet. Then the engineers laying the lines ran them to the headwaters of the Feather River, famous from the days of the gold excitement in California history.

There followed one of the most exacting pieces of railroad engineering to be found anywhere. The engineers were under imperative orders that they must not lay out grades over 1 per cent. At no point through the 150 miles of canyon before them must the track drop over 52 feet to the mile.

At many places the drop was far greater than that. Again, it was much less. A series of waterfalls carried the river toward sea level at a prodigious pace. But whether the fall was great, or little more than to give a current to a narrow and crooked stream, the railroad grade must remain the same.

To accomplish their aim the engineers at times cut their lines in solid rock hundreds of feet above the river. Again, the tracks are only just high enough to escape the torrential current of the river, when the river rises forty-five to fifty feet over night.

At many points on the line of the new Western Pacific Railroad there was not



First Western Pacific Train into Oakland, California

room enough in the canyon for both river and railroad, and solid walls of masonry had to be built to carry the tracks above the stream. At other points the sharp curves in the canyon have sent the tracks back and forth from one side to the other on steel bridges and high trestles.

In building the line, material and workmen frequently had to be let down the sides of the canyon by ropes hundreds of feet in length to start construction on new sections. Wagon roads are everywhere impossible.

At last, after endless turnings and twists in fighting its way through 150 miles of the canyon, the tracks come out into the broad valley at Oroville, over which, for countless ages, the Feather River has poured debris from its mountain fastnesses.

So much gold did the river bring down that the soil down to the solid bedrock is being dug up by dredges and washed for its gold. Beautiful orange orchards, large tracts of land given over to olives and other fruits, are being now torn to pieces in the ceaseless hunt for gold.

That metal is being found in such quantities in the debris of ages from the Feather River that the miners are beginning to rival in their wealth the pioneers in the goldfields of the State.

In startling contrast to this long stretch of canyon scenery is the great salt desert through which the new road runs after leaving Salt Lake City. This desert is sixty miles long and fifteen miles wide, composed of rock salt 97 per cent pure.

Right through the center of it the engineers of the road ran their lines, and for forty-six miles there is not a curve in the tracks. The ties are laid on a bed of solid salt, two or three feet above the level of the plain. The salt looks like a field of ice and snow, and it is difficult for the traveler to realize that his train is not passing through a wintry scene of the far North.

When the engineers laid out the line four years ago they followed the same course in crossing the southern end of Great Salt Lake. For years that mysterious body of water had been drying up. Its waters receded every season hundreds of feet, and it was predicted that before

many more years Great Salt Lake would have disappeared. And so with the utmost confidence the engineers laid their tracks over its old bed.

Then Nature changed its mind in regard to drying up the great lake. It sent a flood of water into it from somewhere, and soon the waters came up around the newly built tracks.

Then one day there came a furious storm from the North and when it was over there were many miles of the new tracks, not yet tested by other than construction trains, scattered and twisted amid the saline scenery. When this track was rebuilt the engineers saw that it was protected, this time by countless trainloads of broken rock dumped on either side of the tracks.

The first passenger train was sent over the new transcontinental road, the Western Pacific, about a year ago, and it is now open to traffic. Passing through an undeveloped region most of the way from Salt Lake City to San Francisco, great things are expected of the new line, which has promised to work wonders in the face of a country which for the most part has been little affected by the tremendous growth on all sides of it.

This has been due, it is said, to the meager transportation, and distances to market were prohibitory. The new region thus opened for development is larger than many European principalities, and will support a large population when its resources receive due attention.

The importance of the new Western Pacific Railroad's extension westward from Salt Lake City to San Francisco lies in the fact that by the connection of the Denver and Rio Grande Railroad at Salt Lake City it makes a line of affiliated railroads from Pittsburg and Detroit to the Pacific Coast.

The length of the Western Pacific from Salt Lake City to San Francisco is 927 miles, including four miles of ferry from Oakland to San Francisco. It crosses Nevada in its most popular section, passes into California and reaches San Francisco by way of Oroville, Marysville, Sacramento, Stockton and Oakland.

The Western Pacific extends through a section of the country that in many parts



Western Pacific Freight Office Oakland

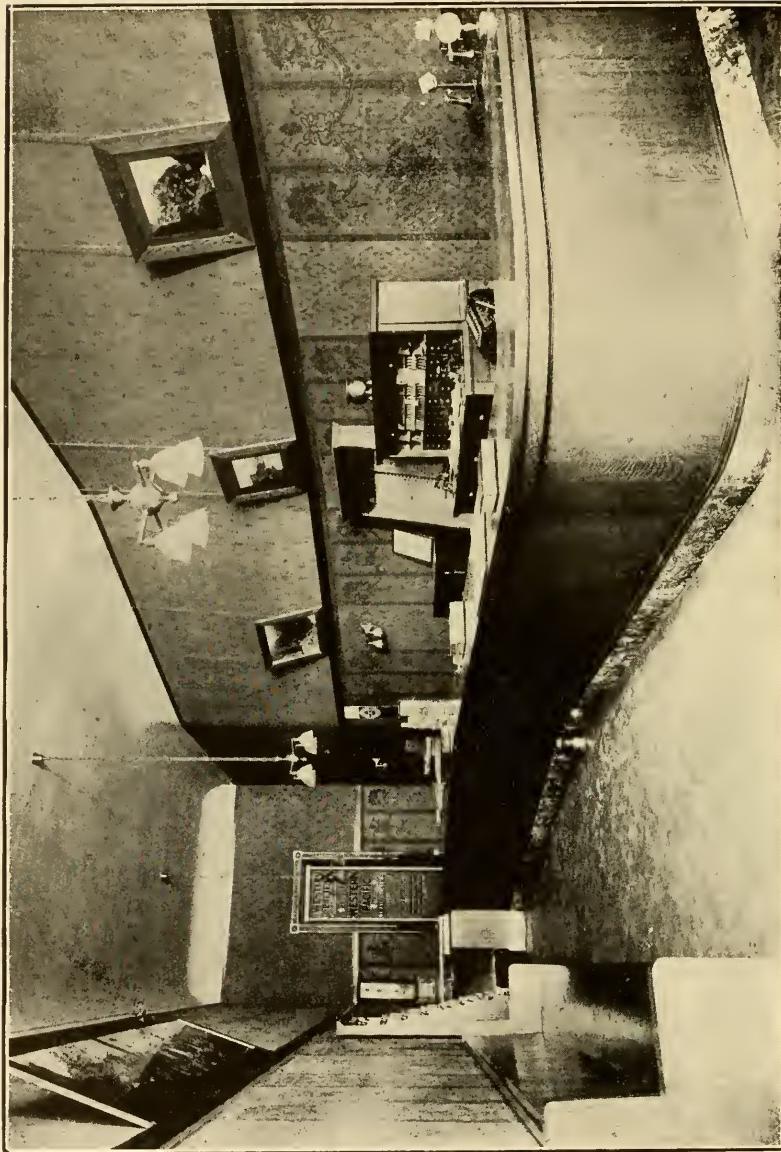


Western Pacific Ticket Office, Oakland, California

has received no addition to its transportation agencies since the first Pacific road was opened forty years ago. Its remarkable features are low grades, permanent construction and freedom from snow drifts.

This new road opens up a vast agricultural, fruit, timber and mineral territory to a ready market, and has exceedingly valuable terminals at San Francisco, on both sides of the bay, especially adapted to the development of commerce with the Orient.

The cities of central California confidently expect a prosperity equal to that of Los Angeles and San Diego from the building of this line to Eastern markets. There was greater excitement over the coming of the first train at many of the cities of the central part of the State than marked the opening of the Central Pacific some forty years before. Oakland suspended business entirely for the day and Sacramento had a great celebration.



Western Pacific Passenger Office



W. B. TOWNSEND

DISTRICT FREIGHT AND PASSENGER AGENT
WESTERN PACIFIC COMPANY

W. B. Townsend

W. B. Townsend, present District Freight and Passenger Agent of the Western Pacific Railway at Oakland, started in at the age of eighteen as official photographer for the Missouri Pacific Railway, at St. Louis. After putting in two years taking photographs of all industries, depots, etc., of the Missouri Pacific system, he was appointed Traveling Passenger Agent of the Missouri Pacific and St. Louis, Iron Mountain & Southern Railways, at Memphis. From Memphis he was transferred as Traveling Passenger Agent at Chicago for the Missouri Pacific system.

Immediately after the peace treaty being passed with the Spaniards after the Cuban War, Mr. Townsend signed a large contract with the N. D. Thompson Publishing Company and the St. Louis Republican to visit Cuba, Isle of Pines, Porto Rico, Sandwich Islands and the Philippines and take some three thousand pictures, showing the island possessions of the United States as they were immediately after the war, and writing upon conditions of the country at that time. This took a year and a half to accomplish and resulted in the publication of a thousand-page book called "Our Island Possessions and Their People," which was sold extensively in connection with newspapers throughout all parts of the United States.

After completing this trip, Mr. Townsend was appointed Superintendent of the Southwestern Railway Advertising and Distributing Company at St. Louis, that company distributing railway advertising matter throughout the States of Missouri, Illinois,

Kansas, Nebraska, Texas and Louisiana.

January 1, 1902, Mr. Townsend was appointed Traveling Passenger Agent for the Rock Island Railway, at Buffalo, where he remained during the Buffalo Exposition. From that point he was transferred as Traveling Passenger Agent of the Rock Island Railway at Salt Lake City. He resigned this position to take that of Contracting Freight Agent for the Missouri Pacific Railway at San Francisco. From this he was appointed Traveling Freight and Passenger Agent of the Denver & Rio Grande, at San Francisco, and later District Freight and Passenger Agent of the D. & R. G., Missouri Pacific and Texas & Pacific Railways, at San Jose, and later was again transferred to San Francisco, and July 1, 1910, was appointed District Freight and Passenger Agent of the Western Pacific and Denver & Rio Grande Railways, at Oakland.

Mr. Townsend has been a railroadman, newspaperman, in the advertising business, and photographer, and in all his various residences throughout the United States likes Oakland better than any other previous home.

He married a California girl, Miss Leila McKilligan, daughter of Robert McKilligan, a prominent contractor of Oakland, and owns a handsome little bungalow at the foot of Paru Street, in Alameda.

Mr. Townsend is a member of the Encinal Yacht Club, the Athenian Club, of Oakland, the Nile Club, the Shriners' Club, Apollo Lodge of Masons, and California Commandery, San Francisco.





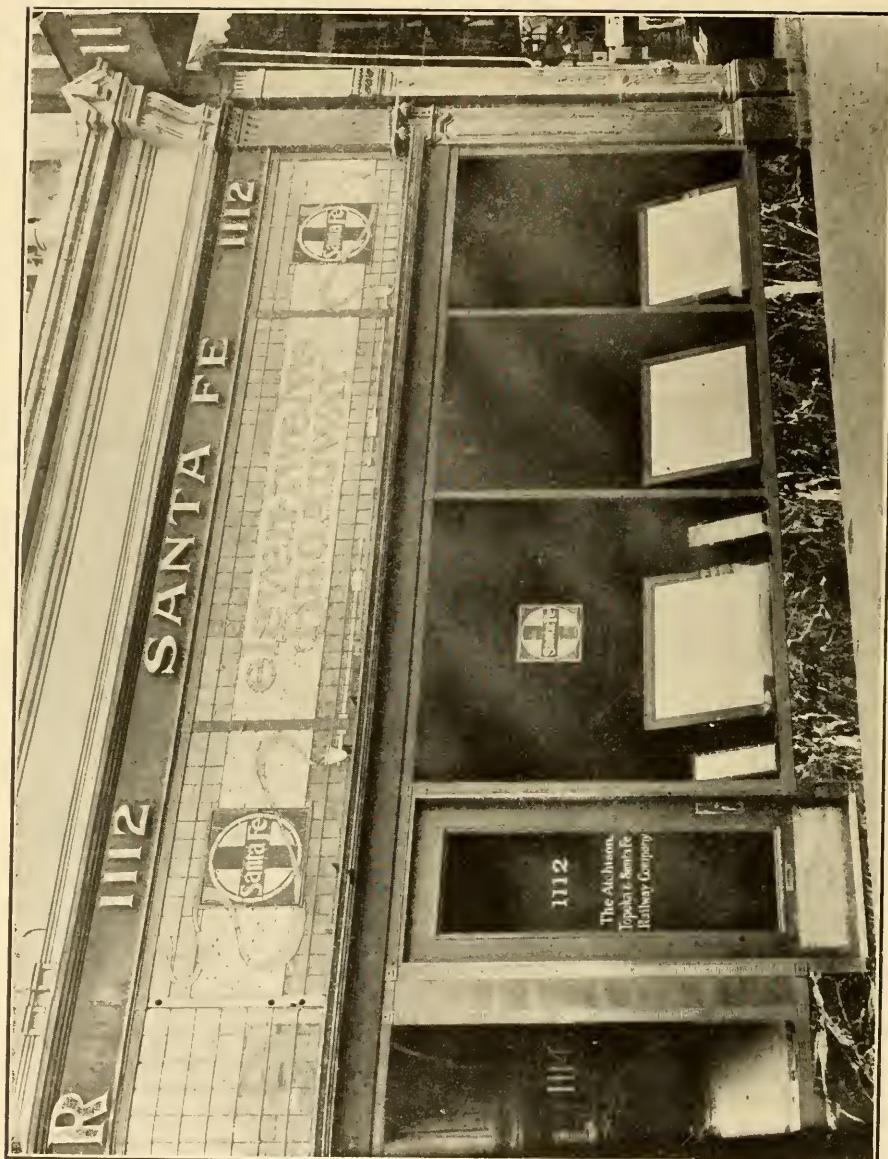
Santa Fe Depot, 40th and San Pablo Ave., Oakland, California

Santa Fe System



HEN the history of the present era of development of the city of Oakland is written there should be a chapter devoted to the part which the Santa Fe Railroad has played in this most interesting drama of modern Western life. Through the story of Oakland's struggle from the days of depression and the condition of a flag station on the line of travel and transportation; from the days of being regarded as merely a suburb of the older city across the bay, to a position and times where her individuality and distinctive char-

acter is acknowledged by the whole world, there runs a strain that has become more and more dominant as the pulse of commercial and industrial activity became stronger. That growing and predominating tone came from the pulsing of the engines that draw the commerce of two continents to and from the waterfront of Oakland. The railroad managers saw the Oakland of the future and they began to build in such wise that they might be in a position to take part in the development that their clear vision showed them was coming. This development and this prescience, while it



Santa Fe Ticket Office

was mere "business" with the railroad people, meant more than the coming of the iron tracks to Oakland, because it gave her own citizens and the outside world faith in her destiny. The Santa Fe played a most important part in that work of showing the faith of large interests in Oakland. Through this close connection the past history and future development of the city of Oakland and that of the Santa Fe Railroad system

increasing importance of the city. In either case, the railroad and the city of Oakland marched shoulder to shoulder, and under the same flag of progress battled for the betterment of the metropolis of the east bay shore.

The coming of the Atchison, Topeka and Santa Fe Railroad into Central California dates back to 1884, when under a contract with the Southern Pacific the trains of the

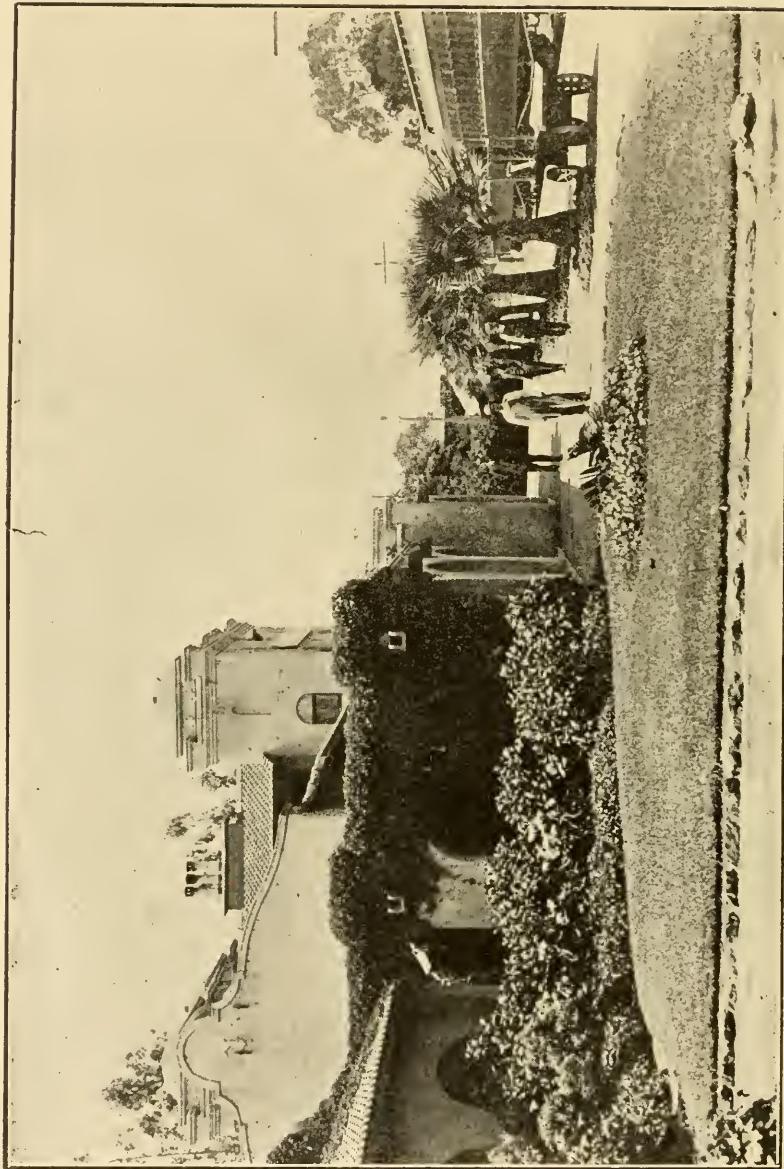


Interior Santa Fe Ticket Office, Oakland

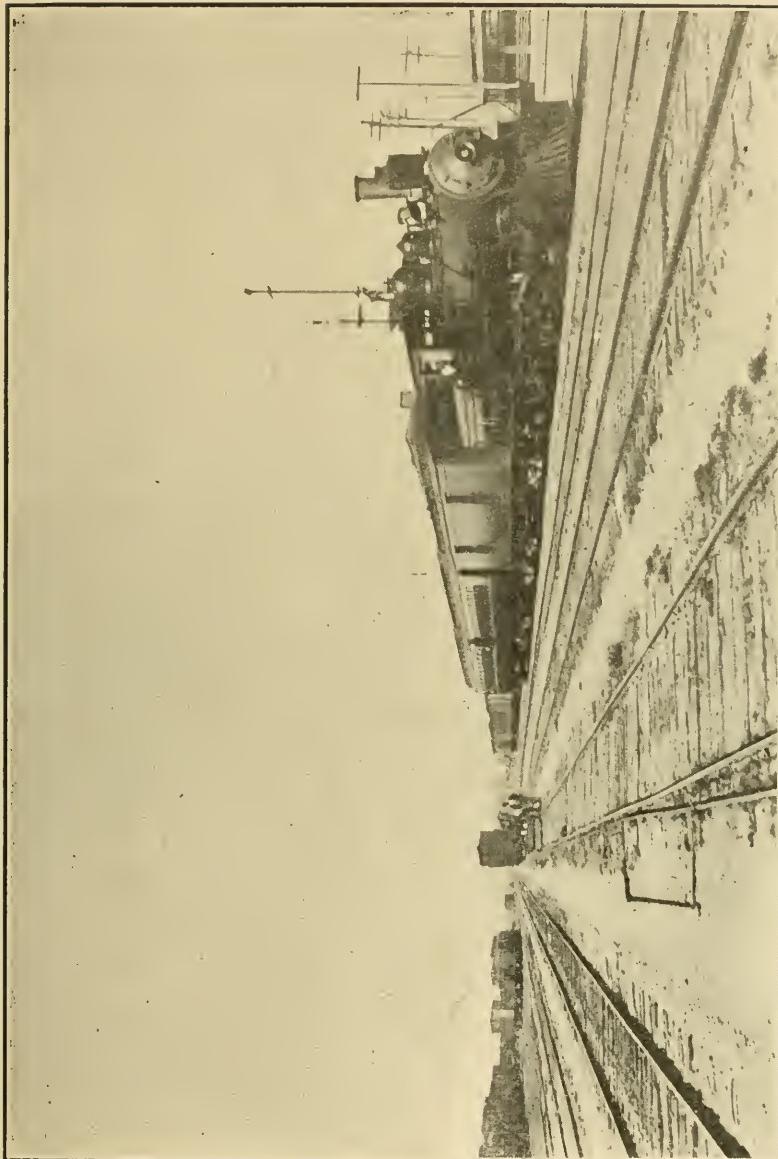
have become interwoven. The things which work for the upbuilding of Oakland will work for the increase of the importance of the Santa Fe Railroad.

The principal events in the history of the coming of the Santa Fe Railroad to Oakland are associated with distinct moves forward by this city. It matters not whether the forward moves of Oakland were caused by the acts of the railroad or whether it was the other way about and the railroad provided additional facilities because of the

Santa Fe ran from Needles to Mojave. Under the arrangement made at that time, the Santa Fe issued its own tickets and bills of lading at California terminals—Oakland, San Francisco and Stockton. In 1886, when the great transcontinental passenger rate war was on, the Santa Fe was in a situation to take advantage of it and the business to and from Oakland swelled to a large volume. The Santa Fe Railroad Company has had a ticket office in Oakland on Broadway since January, 1887. In fact, the Santa



Santa Fe Depot, Oakland



Santa Fe Railway Yar's, Oakland

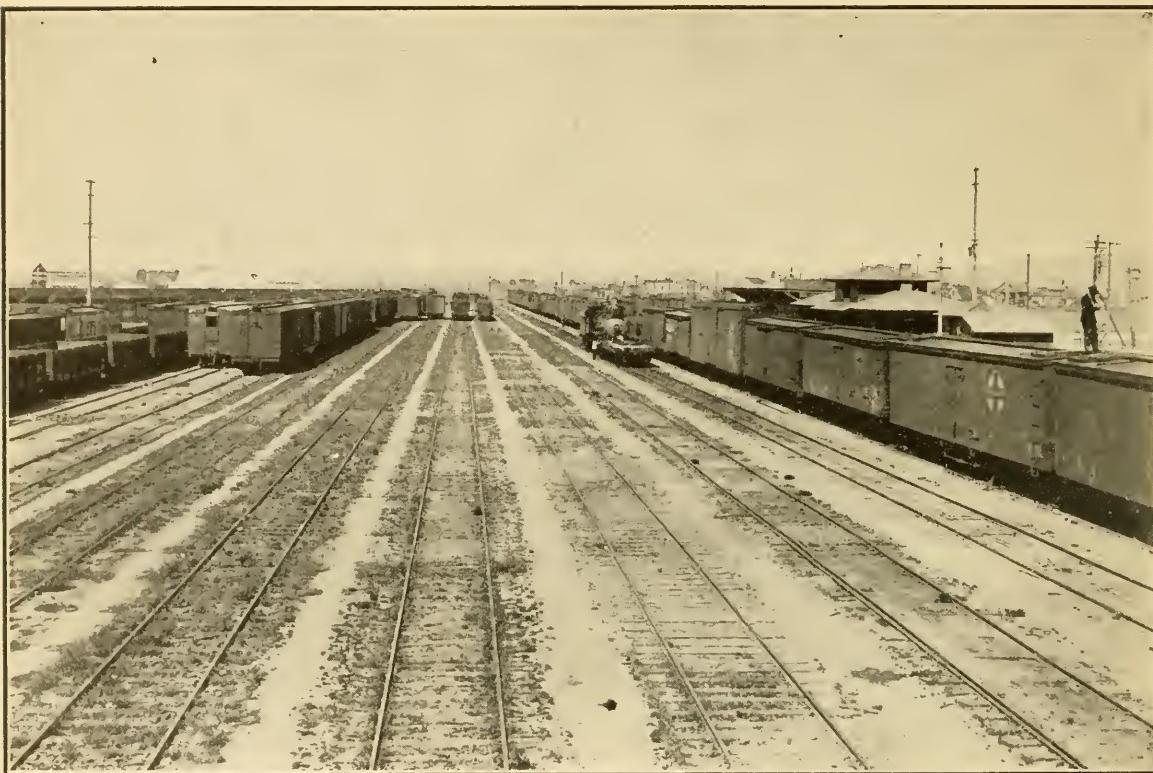
The road was the pioneer in providing such facilities for the traveling public.

On July 1, 1900, the Santa Fe operated its first trains into and out of Richmond. This signalized the reaching of the bay of San Francisco by a line which had started originally on the Missouri River for the purpose of giving means of communication with Topeka, thirty miles away. Coming to Rich-

mond, however, was not coming to Oakland, and on May 16, 1904, the passenger and freight trains on the Santa Fe ran into the station at Fortieth and San Pablo. The Atchison, Topeka and Santa Fe Railroad on that day celebrated its practical entrance into Oakland. Those who are familiar with the history of this city can look back to that day several years ago and see the commencement of the growth of

Oakland which has since astonished the world.

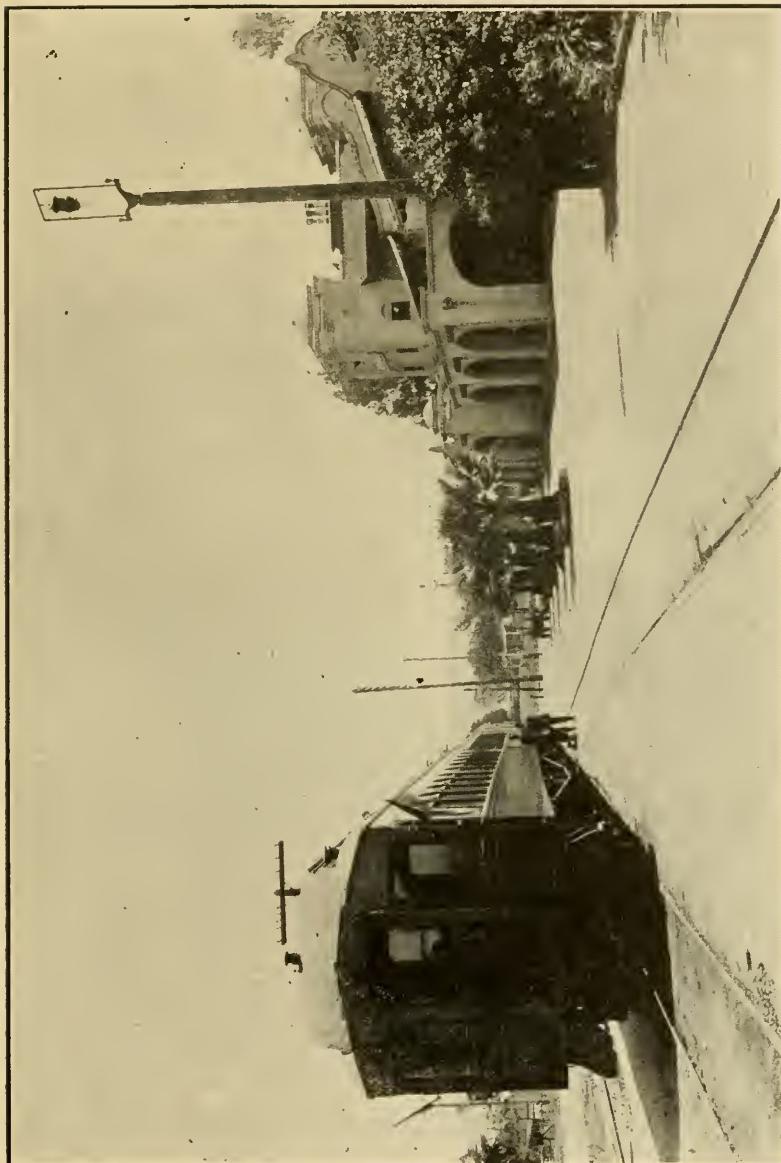
The future was to prove, however, that the Santa Fe was to more closely identify its interests with those of Oakland, and on May 1, 1911, a new freight depot was opened at Twentieth and Adeline Streets, within fifteen blocks of the business center at Fourteenth and Broadway.



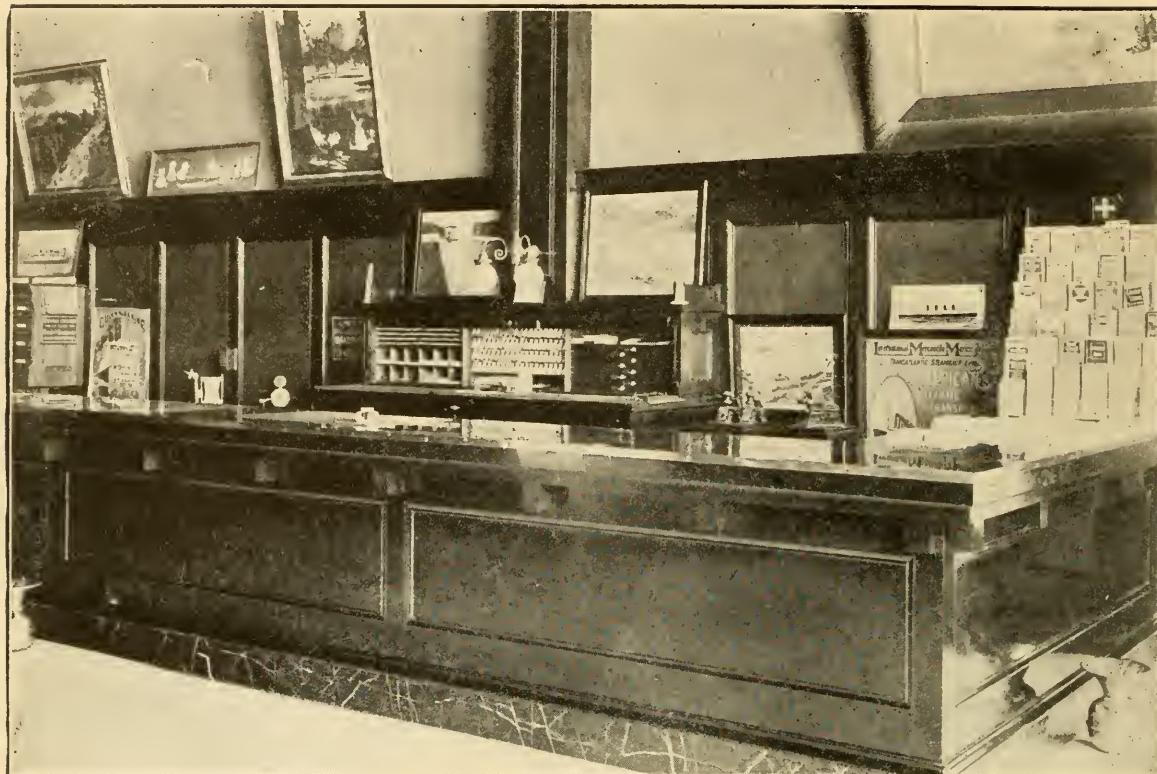
Santa Fe Freight Yards, Oakland

The successive steps by which the Santa Fe Railroad has worked its way from Richmond, fifteen miles from the center of Oakland, to its present freight terminal, within a little more than one mile, illustrates the manner in which the managers of the railroad company have appreciated the importance of the business of this city.

The Santa Fe Railroad Company was the first to put on sale coupon passenger tickets



Santa Fe Depot, Oakland



City Freight Office, Santa Fe Railway Co.

in a Broadway office. The present general agent of the Santa Fe in Oakland, J. J. Warner, commenced his service with the company on June 1, 1886, and since June 14, 1888, he has been in charge of the Oakland office.

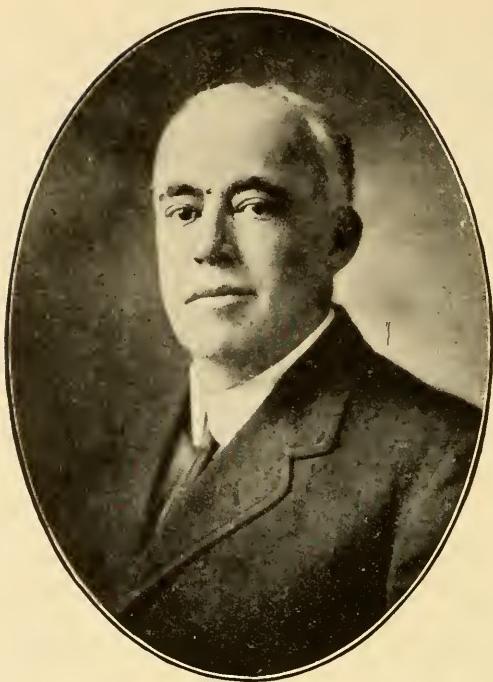
Two years ago the Santa Fe Company refurnished and refitted the office building on Broadway and made it one of the best appointed city passenger and freight offices on this line west of Chicago. For the past five years the passenger department of the Oakland office of the Santa Fe has been in charge of T. A. Rigdon, one of the best known passenger men on the coast.

The business of the Santa Fe Railroad Company in Oakland has grown in proportion to the growth of the city and to the provision of facilities for handling passenger and freight traffic.

Oakland is recognized by the Santa Fe Railroad Company as having the importance that attaches to a city located at the actual terminal of the great transcontinental system, and where live a quarter of a million people who are the greatest travelers on the continent and who as such appreciate the superior accommodations and courteous treatment which is the rule on all the trains and in all the offices of this system.



T. A. RIGDON
PASSENGER AGENT, SANTA FE RAILWAY CO.



J. J. WARNER

**GENERAL AGENT, FREIGHT AND PASSENGER DEPARTMENTS
SANTA FE RAILWAY, OAKLAND**

Mr. J. J. Warner, who is in charge of the traffic affairs of the Santa Fe System in Oakland and vicinity, is widely known throughout the West as a capable and popular railroad official.

Mr. Warner is a native of Michigan, born in Van Buren County on August 2, 1860. After a practical education in the Eastern public schools, he began his career as a court reporter, having become an expert in stenography at the age of nineteen.

He came West in his early youth, and after filling various positions in line with his profession, accepted a position as stenographer to the General Passenger Agent of the Denver & Rio Grande Railroad in Denver, where he remained for four years.

In 1884 he received the appointment of secretary to what was at that time known as the "Pool Commission" of the Transcontinental Railway Association, in San Francisco. In 1886 he was appointed Secretary to W. A. Bissell, Assistant Traffic Manager of the Santa Fe System.

In June, 1888, he was made local representative of the Santa Fe in Oakland, where he has remained for the past twenty-three years.

Everyone who knows Mr. Warner, knows he has "made good" in every position he has been called upon to fill; even when little more than a boy his work brought the highest praise from his employers and business associates, and among his most valued possessions are the finest kind of letters from railway officials and others, some of them dating way back in the '70's. One letter in which he takes particular pride is a strong recommendation from the late Mr. Wyckoff, of Wyckoff, Seaman & Benedict, founders of the Remington Typewriter business, written in 1878.

He now has supervision of all the freight and passenger business in Alameda County and part of Contra Costa County as far as Martinez.

Mr. Warner's marriage to Miss Ethel L. King occurred in Kentucky on June 24, 1889.





Farmers and Merchants Bank, 13th and Franklin Streets

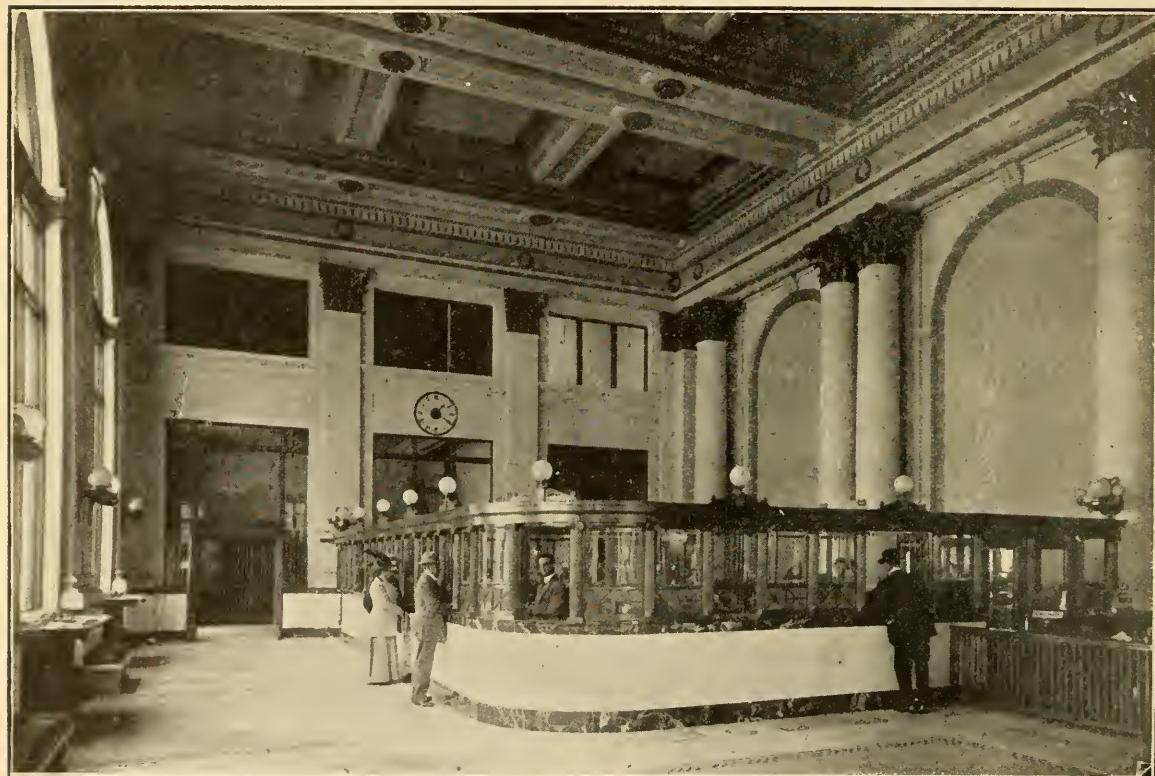
The Farmers and Merchants Savings Bank of Oakland, California

THIS savings bank was organized in 1893, and until June 29, 1910, occupied banking rooms on Broadway, just north of Twelfth Street, when the business was removed to the new bank building at the southeast corner of Thirteenth and Franklin Streets.

This bank transacts strictly a savings

land and the surrounding country and usually do not exceed 50 per cent of the appraised value of the real estate and improvements.

The Farmers and Merchants Savings Bank has four classes of savings accounts: Term, ordinary, special ordinary (subject to check) and certificates of deposit. It also has checking accounts for the con-

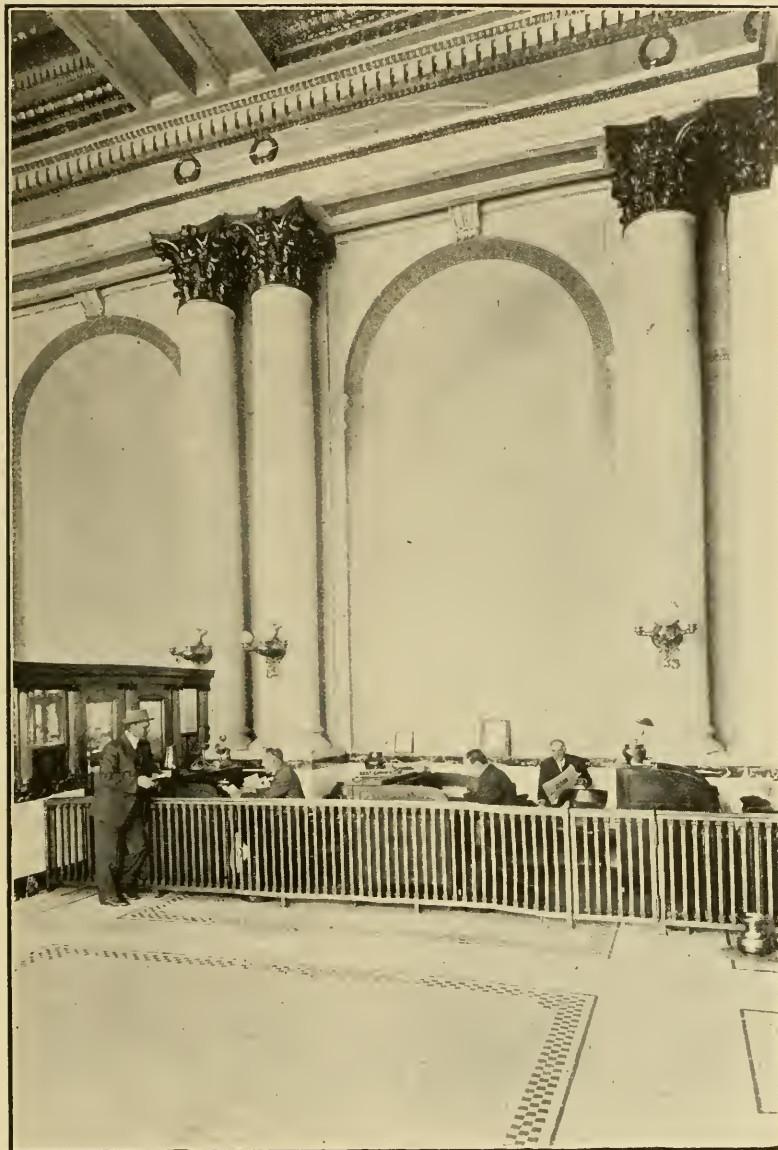


Interior view, Farmers and Merchants Savings Bank

business in all respects in accordance with the laws governing savings banks in the State of California. Its deposits are invested in interest bearing securities of the first class. Its loans are made only after careful investigation of the security offered, and the greater portion of the loans are made upon first mortgages in Oak-

avenue of its customers.

The new home of the Farmers and Merchants Savings Bank is located at the southeast corner of Thirteenth and Franklin Streets, and is one of the handsomest buildings of its kind on the Coast. It is a building of the distinctive bank building type and is used only for banking pur-



Farmers and Merchants Bank, Cashiers' Department

poses. It is strictly of Class A construction, with steel frame, and is absolutely fireproof. It is the first building of its type ever erected in Greater Oakland. The architects were Sutton & Weeks.

Prior to definitely adopting plans for its construction, the officers of the bank inspected many buildings of this class in the principal cities of the East, and selecting the most desirable features of each, caused them to be embodied in the new structure.

Of modified Grecian architecture, the building lifts from a base of highly polished granite to the height of an ordinary three-story building. The superstructure was built of white menti stone from Utah. The building occupies a lot fifty feet fronting on Franklin Street and one hundred feet on Thirteenth Street. Its facade is supported by Ionic columns having beautifully carved architraves, between which appears the name of the bank in letters of stone.

The interior of the bank was arranged

as to working space with infinite pains and is roomy, well ventilated and beautiful to look upon, as the decorations express the best taste of the best decorator obtainable. The vaults lack nothing in strength and are protected by the American District Telegraph Company's electrical devices. One of the features of the bank is its ladies' parlor, which is the finest of its kind on the Coast and greatly appreciated by all the lady customers of the bank. Another feature is the safe deposit department which is adequately equipped with safe deposit boxes with the new Yale changeable key locks.

The officers and directors of the bank are as follows: Edson F. Adams, president; S. B. McKee, vice-president; Geo. S. Meredith, cashier, and F. C. Martens, assistant cashier. Directors: Edson F. Adams, S. B. McKee, A. W. Schafer, C. D. Bates, A. L. Stone, Geo. S. Meredith and F. C. Martens.





Union Savings Bank, 13th and Broadway

Union Savings Bank

 NION Savings Bank of Oakland, California, was incorporated May 26, 1869, with a capital of \$300,000 (3,000 shares of \$100 each). The directors are: John B. Felton, A. C. Henry, J. West Martin, John C. Hayes and E. Bigelow. Location, own property, southeast corner of Ninth and Broadway, which was on September 17, 1904, changed to the new quarters, northeast corner of Broadway and Thirteenth Street, where the bank is now located, occupying the first and only eleven-story beautiful building in the city of Oakland.

The strong and absolute belief in the brilliant future of Oakland was thus established by the bank's board of directors, and there may be some reason to doubt that other high buildings would have been erected had not the Union Savings Bank thrown the searchlight on

the path and handled the key that opened the lock for Oakland to be a city of beautiful buildings.

The bank's directors are now seven in number: Wm. G. Henshaw, Hon. Victor H. Metcalf, Chas. T. Rodolph, W. A. Bissell, H. J. Knowles, P. C. Black and Hon. Jos. R. Knowland, and the following officers, viz.: Wm. G. Henshaw, president; Victor H. Metcalf, vice-president and manager; Chas. T. Rodolph, vice-president and assistant manager; A. E. H. Cramer, cashier; L. E. Boardman, assistant cashier, and C. F. Gorman, assistant cashier.

Under the present bank act, the bank has a "commercial department" as well as a "savings department," with a combined paid-in capital of \$300,000 and surplus and undivided profits of \$423,000, and with these figures offers a greater guaranty to its depositors than many another bank.





Central National Bank, 14th and Broadway, Oakland, California



Interior View, Central National Bank

Central National Bank

IHE Central National Bank of Oakland and its savings affiliation, the Central Savings Bank, represent a strength as regards capital second to no bank in Alameda County, their paid-up capital being \$1,500,000. Added to this they have a surplus and undivided profits in excess of \$375,000.

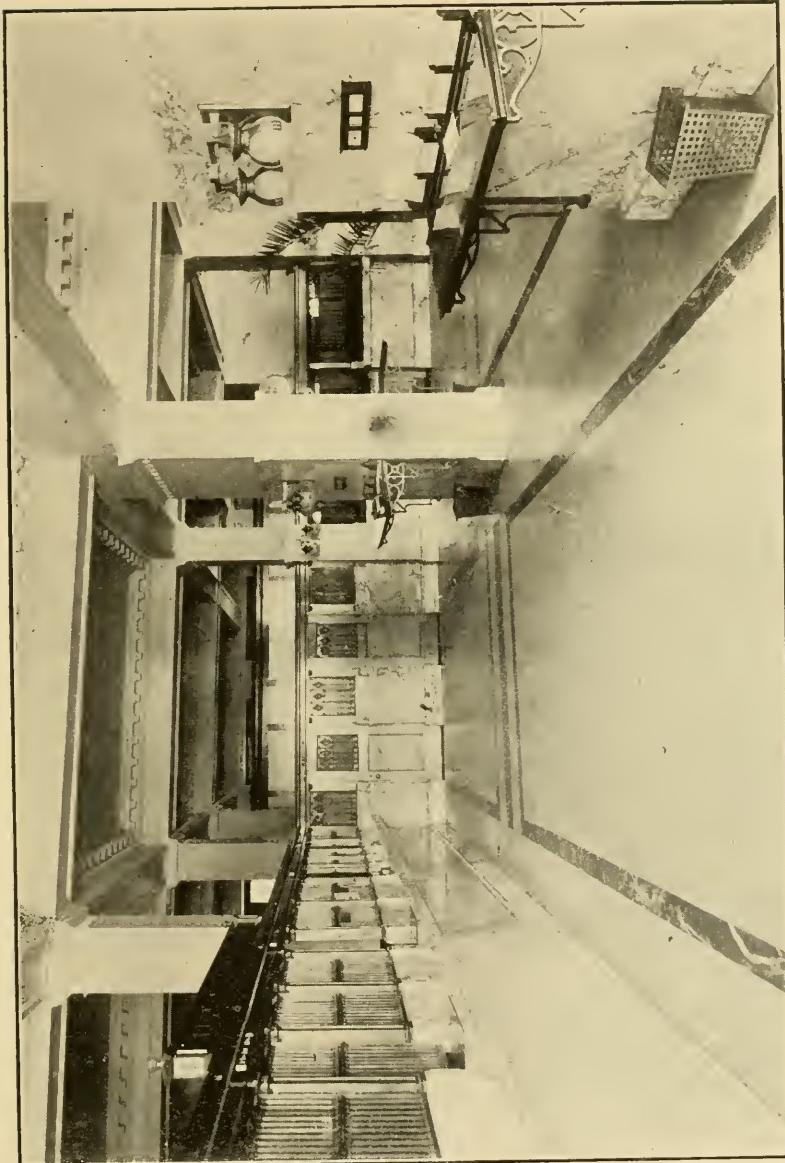
The Central Savings Bank of Oakland is the older institution, having been organized in 1892 as the Home Savings Bank. The title was subsequently changed to the Central Bank and under this name it continued as both a savings and commercial bank until August 12, 1909, on which date the commercial business of the Central Bank was converted into a national association under the title of the Central National Bank of Oakland, with a paid-up capital and surplus of \$1,125,000, which has since increased to \$1,250,000.

The Central Bank then continued as a strictly savings institution, and that its

name might more properly express its business, in April of this year its title was changed from Central Bank to Central Savings Bank of Oakland, its capital having previously been increased from \$300,000 paid up to \$500,000, with a surplus and undivided profits of \$125,000.

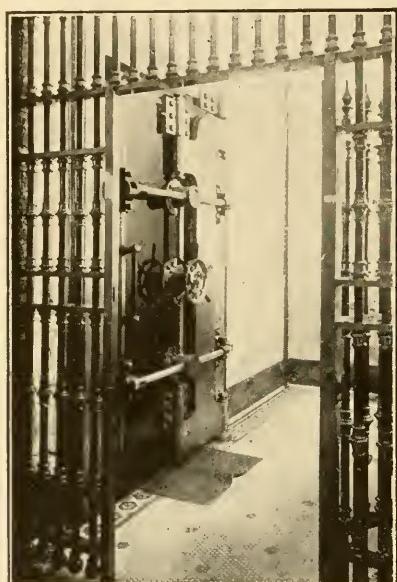
The combined resources of the affiliated banks at the date of their last statement were approximately \$13,650,000.

The Central National Bank of Oakland is now easily the leading commercial bank in Alameda County, having assets in the neighborhood of \$8,000,000, and the Central Savings Bank takes rank with the largest of the savings banks in this city, with assets in the neighborhood of \$6,000,000. The banks are housed in a five-story brick and stone building at the northeast corner of Fourteenth and Broadway, which is the property of the Central Savings Bank, having been acquired by them in 1892 and occupied continuously by them since that date. With a floor



Central National Bank, Interior View

area of approximately 100x100 feet, the banks are given a magnificent banking room with ample light and a spacious lobby.



Central National Bank Vaults

At a great expense they have just installed new coin and book vaults which are of the latest design and are not excelled in the city, the great coin vault being practically impregnable.

The Central Safe Deposit Vaults, lo-

cated on the Fourteenth Street side of the building, with entrances both from Fourteenth Street and from the lobby of the bank, are the property of the Central Savings Bank and have the largest and finest safe deposit equipment to be found in Oakland.

Both banks are under the control of the same board of directors, composed of representative men in different lines of business. They are:

J. F. Carlston, president.

R. M. Fitzgerald, vice-president and attorney-at-law.

John L. Howard, president of the Western Fuel Company.

J. W. Phillips, president Grayson-Owen Company, wholesale butchers.

T. A. Crellin, of the Morgan Oyster Company and Ruby Hill Vineyard Company.

W. G. Manuel, commission merchant.

George C. Perkins, United States Senator.

J. K. Moffitt, cashier, First National Bank of San Francisco.

A. S. Blake, president of the Oakland Paving Company and Blake & Bilger.

W. T. Veitch, contractor and capitalist.

F. M. Smith, president of the United Properties Company and Pacific Coast Borax Company; controlling factor in the Oakland Traction Company and San Francisco, Oakland and San Jose Consolidated Railway Company.





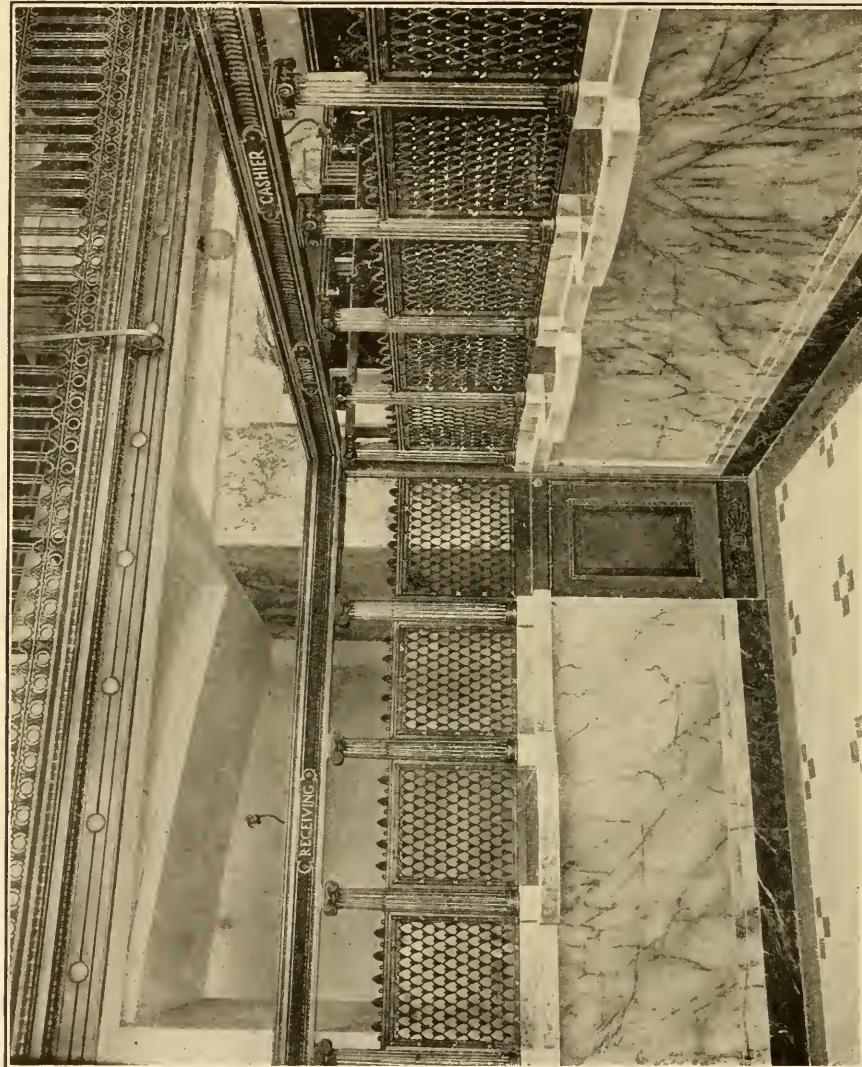
First National Bank



HE First National Bank of Oakland is one of the oldest and most substantial institutions in Alameda County, dating its origin to a time when the city of Oakland was a mere country village of scarcely more than 20,000 inhabitants. The growth of the bank has been coincident with the growth of the city, and it has aided many of the largest concerns in Alameda County to advance from small beginnings to their present positions of prominence.

The building now occupied by the bank was the pioneer in concrete construction in the city, and was the forerunner of many splendid office buildings now in process of erection or in contemplation. The bank enjoys a surpassing advantage of location, being at the intersection of San Pablo Avenue, Broadway and Fourteenth Street—the junction of three great arteries of traffic.

Believing that the function of the modern bank is to supply any banking need that any customer may possibly desire,



Savings Department, First National Bank

the First National Bank has provided a fine and up-to date safe deposit department, in which boxes for the keeping of valuable papers, jewelry and other things may be rented at a low price. The safe deposit vaults are unique in being situated on the street floor, so that customers are

that institution has been remarkable. Its deposits have risen to a total of more than \$2,000,000, and the bank is constantly expanding its resources and widening its sphere of influence. The First Trust and Savings Bank, while conducted as a separate institution, is owned by the stock-



not obliged to climb stairs in reaching their boxes. A storage vault in the basement provides facilities for the safekeeping of rugs, silverware, fine paintings and other valuables of a bulky nature.

Three years ago the First Trust and Savings Bank was organized and the success of

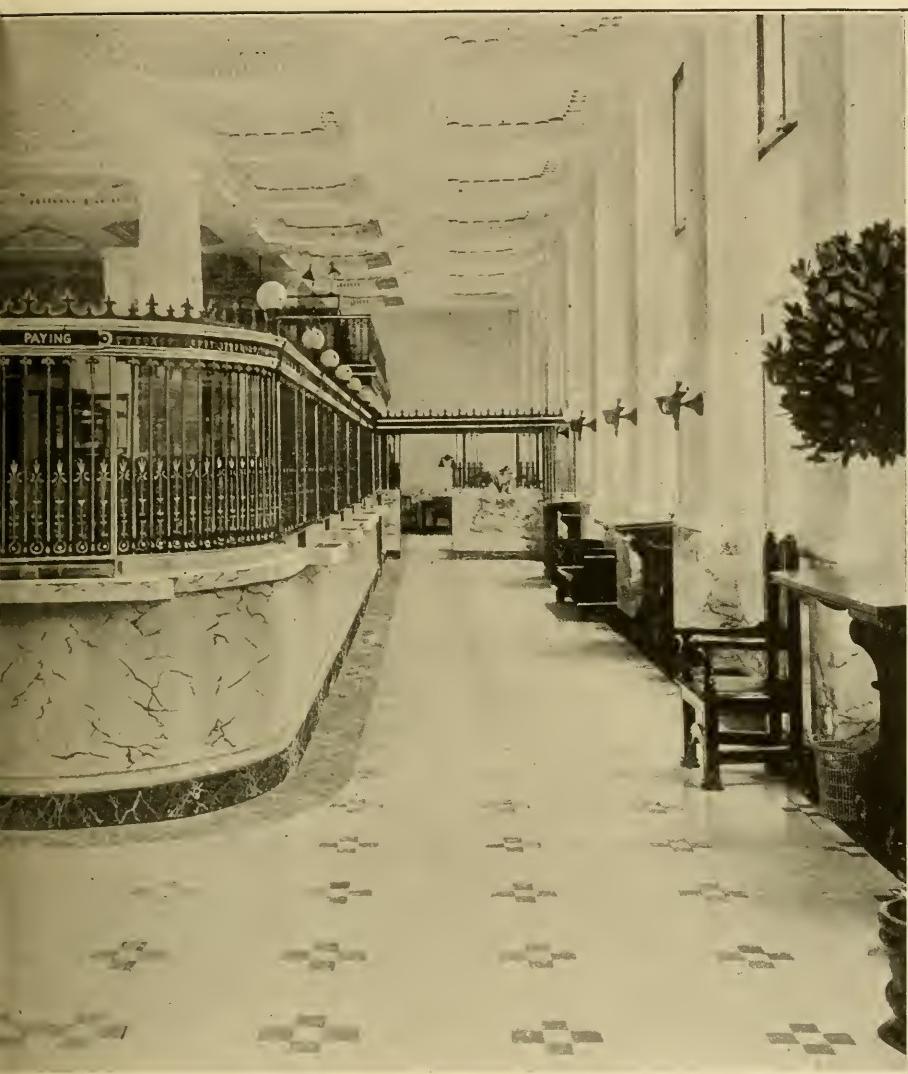
holders of the First National Bank, and its directors are identical with those of the parent institution.

The officers are: P. E. Bowles, president; Geo. D. Metcalf, vice-president; O. D. Jacoby, cashier.

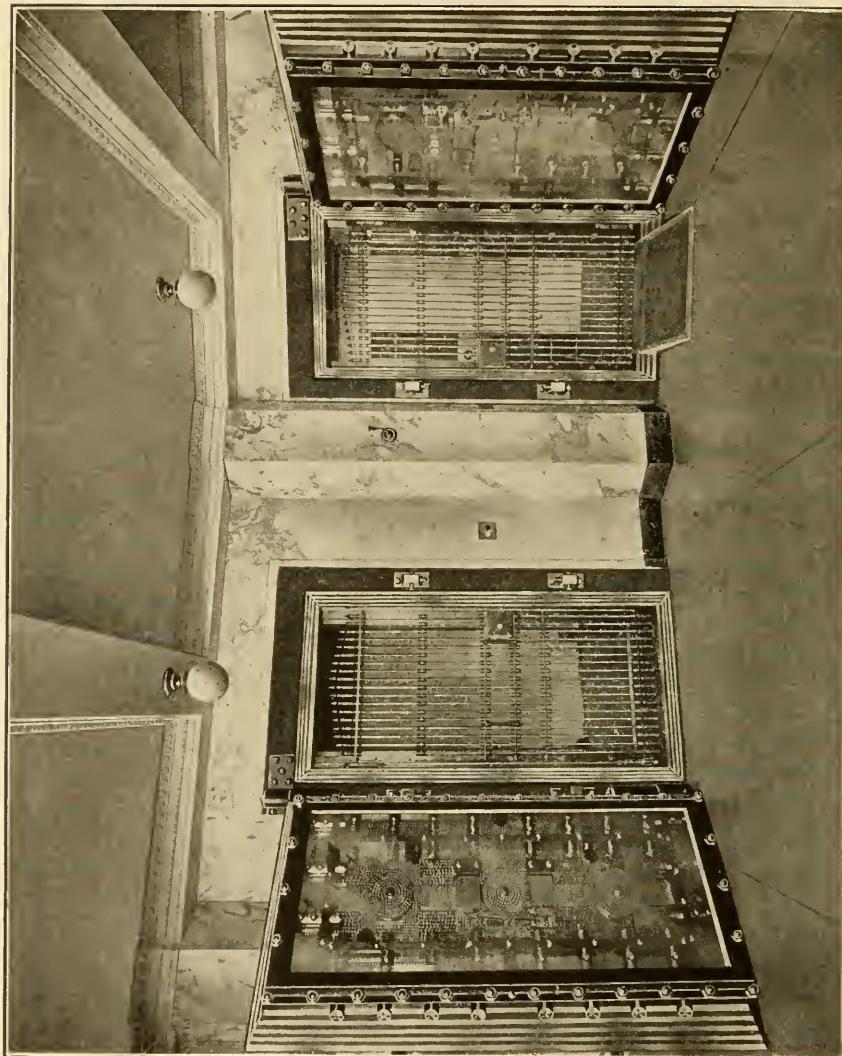
The directors of both banks are as fol-



Interior View o



First National Bank



Modern Vaults, First National Bank

lows: L. C. Morehouse, A. L. Stone, H. C. Morris, E. A. Heron, W. H. Taylor, L. G. Burpee, E. W. Runyon, P. E. Bowles and Geo. D. Metcalf.

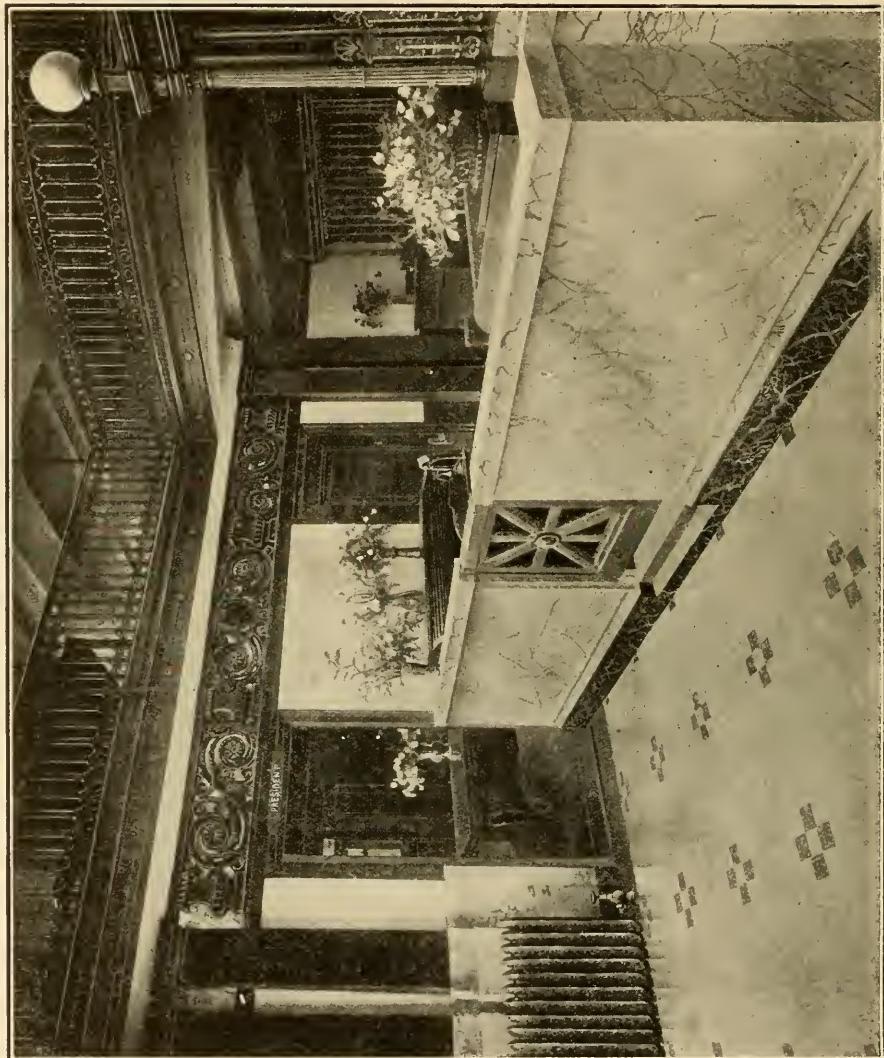
The First National Bank of Oakland began its existence in 1874, and was the

United States—eight in California and one in Boston. A peculiarity of the gold banks was that they were permitted to take out circulation redeemable in gold coin by the deposit of United States bonds bearing interest payable in gold.

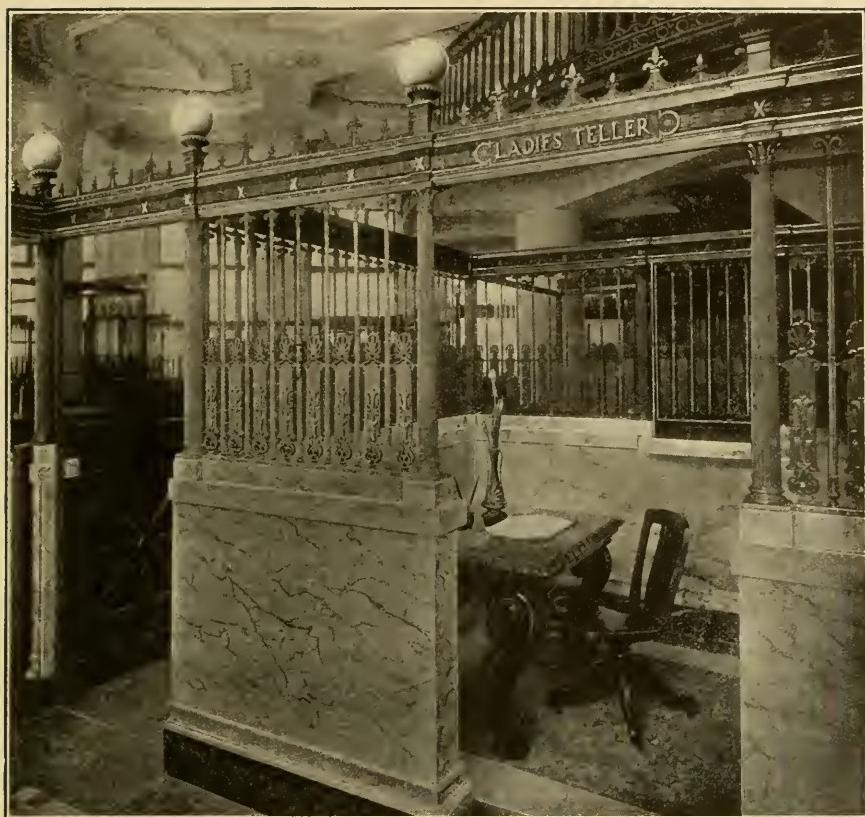


outgrowth of the Alameda County Savings and Loan Society. In 1875 the bank was reorganized under the national system as the First National Gold Bank of Oakland. This was one of the few gold banks created, there being only nine in the entire

All of the other national banks in the United States at that time were making no attempt to redeem their currency in gold, and consequently all currency was depreciating and could be exchanged for gold only at a great discount.



Cashier's Office, First National Bank



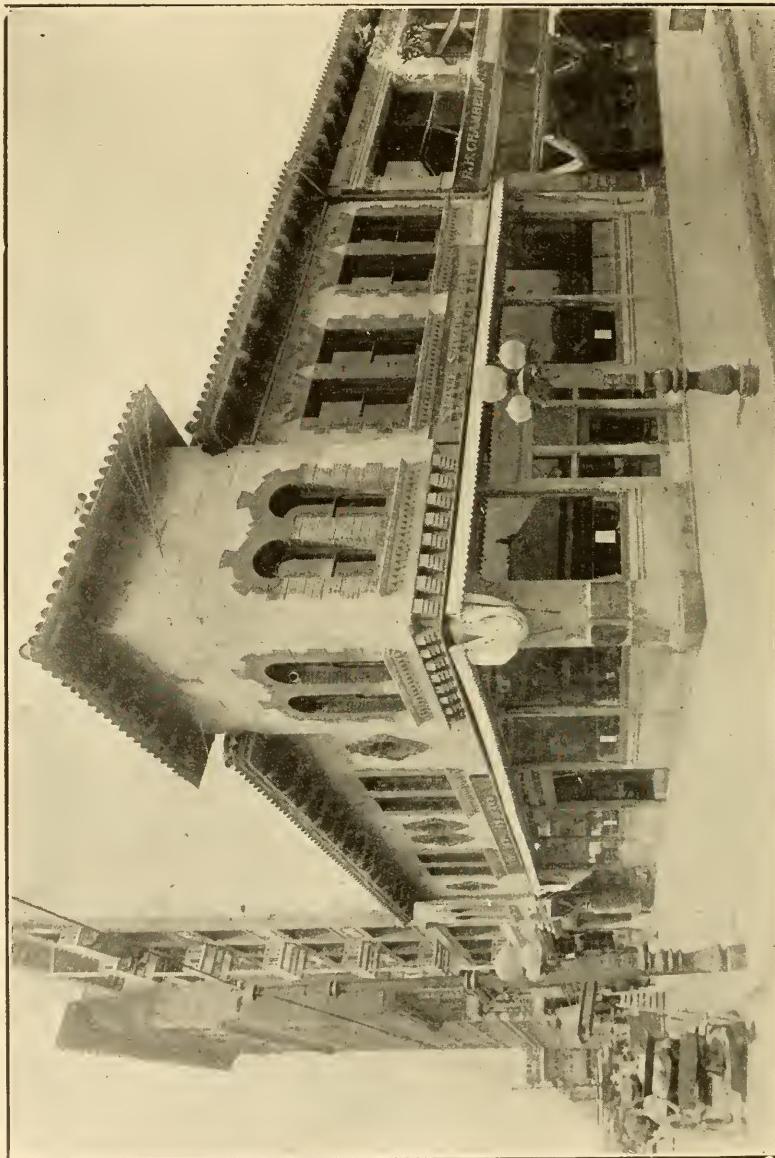
Ladies' Department

After the government resumed specie payments, thereby restoring greenbacks to a parity with gold, there was no longer any reason for the special character of the gold banks, and they became like other national banks. Consequently, in 1880, the word "Gold" was dropped from the title of the "First National Gold Bank of Oakland," and thereafter it was known simply as the First National Bank of Oakland.

The present management took control of the bank in 1893, when G. W. McNear became president and P. E. Bowles vice-

president. Three years later Mr. Bowles was elected president, which position he has retained ever since that time. The other officials of the bank are: L. G. Burpee, vice-president; L. C. Morehouse, vice-president; E. N. Walter, cashier; S. H. Kitto, C. N. Walter and Irving H. Sanborn, assistant cashiers.

The capital and surplus of the First National Bank are \$605,000, and its total resources are more than \$4,000,000. The First Trust and Savings Bank has a capital of \$300,000.



State Savings Bank, 13th and Franklin Streets, Oakland, California

State Savings Bank



HE State Savings Bank was organized under the name of the Dwight Way Loan and Investment Company in March, 1893, in compliance with the laws governing savings banks. Their first place of business was in Berkeley, California. In 1894 their principal place of business was changed to Oakland, and the name was correspondingly changed to Oakland Loan and Investment Company. The final change of name to State Savings Bank was made in 1899.

The business of this bank started in very primitive surroundings, and there was not the least attempt at appearances, the organizers originally having in mind only the handling of the paid up capital stock of the institution. As will be well remembered, in 1893, and for several years, the financial conditions were anything but promising for a new institution. Money was very scarce, and there was little opportunity for securing outside capital for any kind of investment, to say nothing of the chances for a bank to secure new deposits. The watchword of the officers was to keep expenses down and make a profit for the stockholders, and they now often refer to the fact that the State Savings Bank paid at least seven per cent dividends to its stockholders from the date

of their original certificates of stock. For the first few years the total expense of running the corporation did not exceed one hundred dollars a month.

After moving from Berkeley a location was secured at 1008 Broadway. Later their offices were moved to 480 Tenth Street, and in 1898, a building was erected for them at 426 Tenth Street, where they remained for five years. At the end of that time the property they now occupy at the northwest corner of Thirteenth and Franklin Streets was purchased by the bank, and remodeled to suit its convenience.

Mr. V. D. Moody, who for many years was president of the First National Bank of Oakland, and one of the organizers of the Central Bank, Oakland, was also one of the largest subscribers to the capital stock. His son, W. C. Moody, was also one of the original subscribers, and succeeded his father in the directorate, which office he held up to the time of his death in March, 1910.

J. C. McMullen, who was the organizer of the State Savings Bank, has been in the banking business since 1870, having been president of the Winfield National Bank up to 1887, at which time he moved to California, and after thorough investigation of the possibilities of a banking institution around the bay,



State Savings Bank, Interior

decided upon the organization of this corporation. From the date of its charter, he has given the bank his undivided attention, and its present condition as to deposits and surplus is largely due to his individual attention and untiring energy in its behalf, it being a well-known fact that his every act, even to the purchase of the most trivial articles, was with a view to the best interests of the institution he was building up.

This bank is one of the few banking institutions which have from the date of their incorporation guaranteed a definite rate of interest to their savings depositors, and at no time has this rate been less than four per cent. Notwithstanding this liberal rate paid to their savings depositors, the bank has accumulated a surplus nearly one and one-

half times the amount of its capital. Since the beginning their loans have been made entirely on real estate security; and in all ways they have conducted their business on the lines of a savings bank only, no effort having been made to secure anything except savings deposits, and in no event catering to commercial depositors who would naturally at times require personal accommodation without giving real estate security. This line of work is naturally less remunerative, but at the same time contains less elements of risk, as is evidenced by the minimum amount of loss sustained by the bank, and the extremely small portion of its money now invested in real estate, and the \$136,000 of dividends paid to its stockholders, together with the \$130,000 now carried in the surplus account.





Oakland Bank of Savings

Oakland Bank of Savings

HE Oakland Bank of Savings, being the oldest and largest bank in Alameda County, its history is chiefly an epitome of the growth and financial development of Oakland.

The Oakland Bank of Savings was organized August 13, 1867, with a capital stock of \$150,000, which in 1869 was increased to \$300,000, and in 1871 to \$1,000,000. In January of this year the Oakland Bank of Savings took over the business and assets of the Bankers Trust Company of Oakland, California, at which time its capital stock was increased to \$1,150,000. The last published statement of the bank shows aggregate deposits of \$19,610,794.73 and total resources of \$21,586,506.89.

The control of the bank has always been in strong hands, and the management has practically remained unchanged during a long series of years, during which time the Oakland Bank of Savings has grown and prospered and at all times has been considered a model of stability and intelligent management.

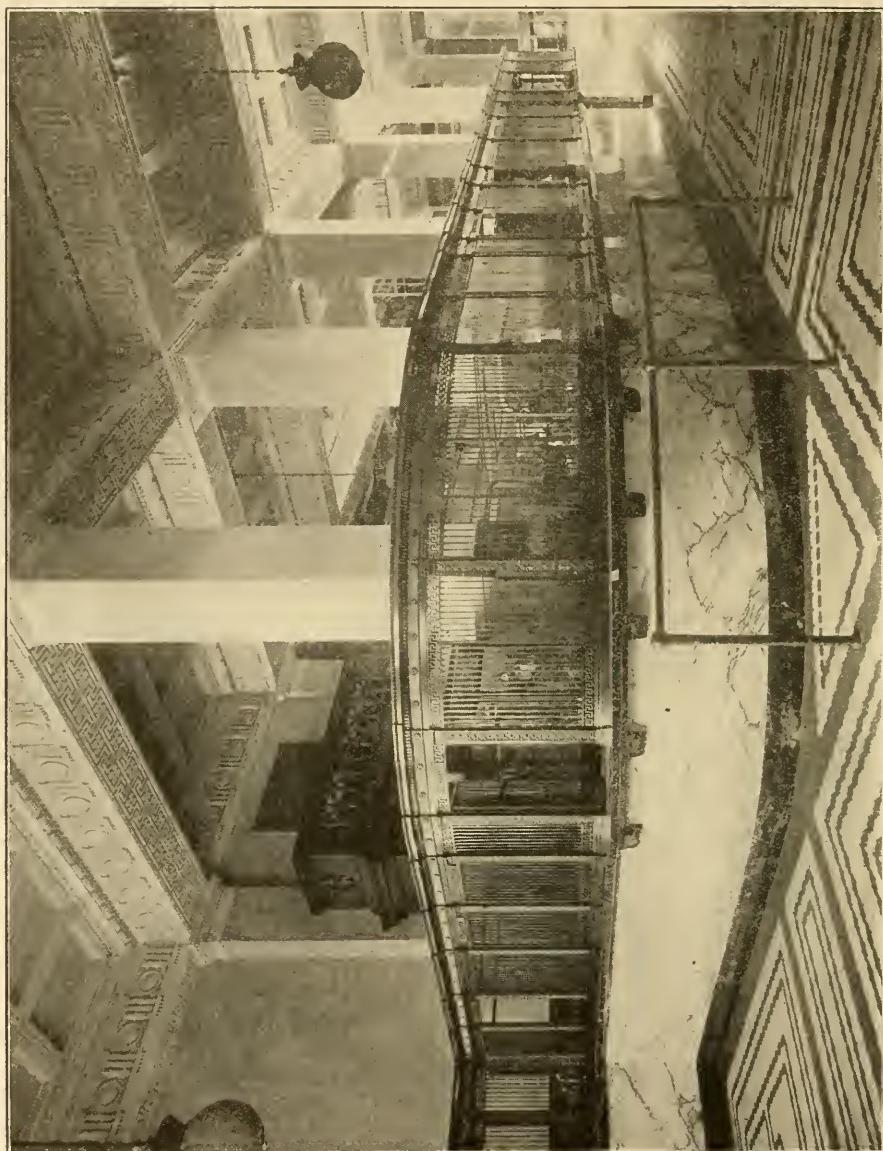
The bank began business in a small brick building at Broadway and Ninth Street but moved to its present location

about January, 1871, and since then the rapid increase of its business has four times necessitated the enlargement of its banking quarters, the last resulting in the present magnificent structure which it now occupies.

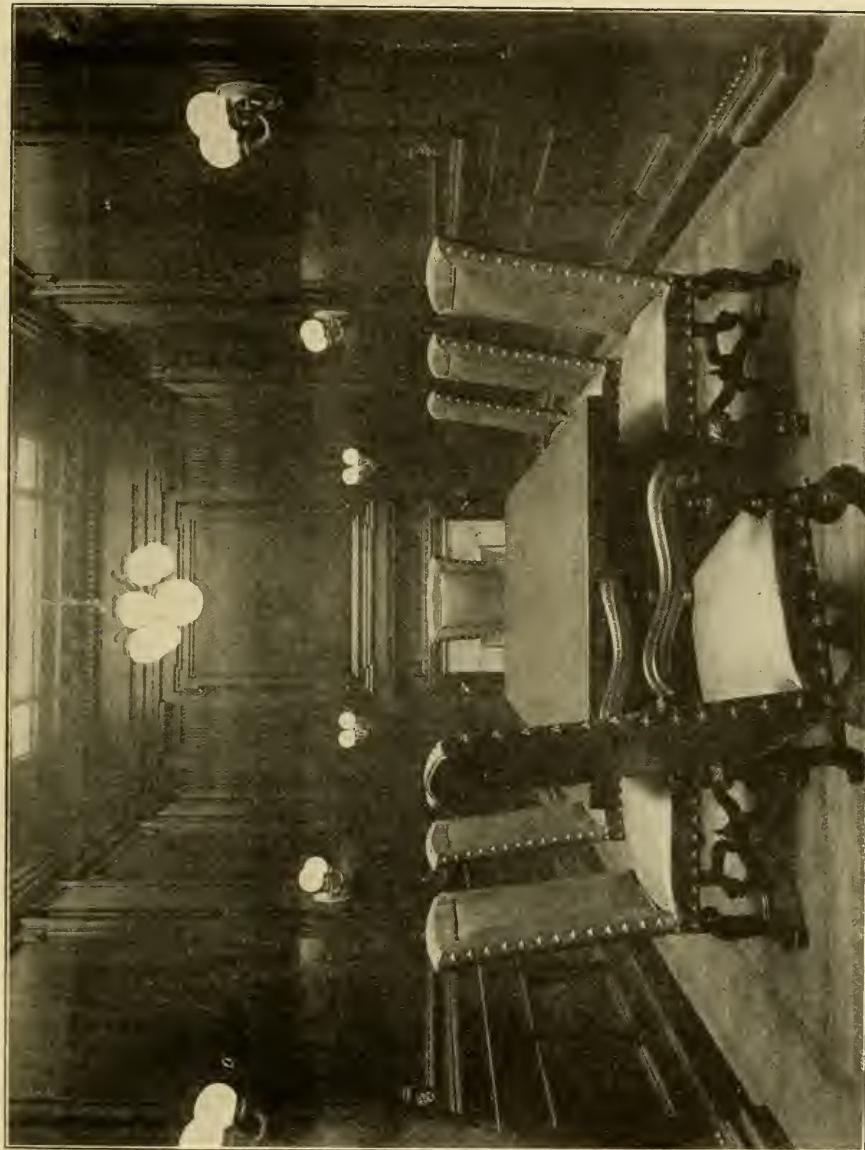
The Oakland Bank of Savings building is a structure of which Oakland may well be proud. According to eminent architects and engineers who have visited the coast to study the class of buildings erected since the earthquake and fire, it is considered one of the best constructed buildings in the United States.

Situated at the northeast corner of Broadway and Twelfth Street, the main transfer point of the city, the Oakland Bank of Savings is in the very center of the retail district and of convenient access to all interurban car lines.

The material and workmanship entering into the construction and the finish of the structure are of the best that the resources of this country could produce. The fact that the bank was not obligated to move from its quarters during the wrecking of the old three-story building, which was badly damaged by the earthquake of 1906, and the erection of the eight-story steel frame, was a marvel to



Interior View, Oakland Bank of Savings



Directors' Room, Oakland Bank of Savings

many. The massive vaults remained undisturbed, while hardly a desk in the banking room was moved until four months before the completion of the building. Meanwhile, great foundations were put in place, steel work was set and connections riveted over, under and around the banking room. Even the cement flooring was laid down without disturbing the wooden floor which it supplants.

The exterior of the building, which is

of most effectively housing a great modern bank.

The offices on the upper floor are unusually bright, large and airy and are equipped with every modern convenience such as electric and gas light, steam heat, hot and cold water, vacuum cleaner, compressed air, power wiring for doctor's use, special plumbing for dentists fireproof cabinets and vaults and stationary wash stands.

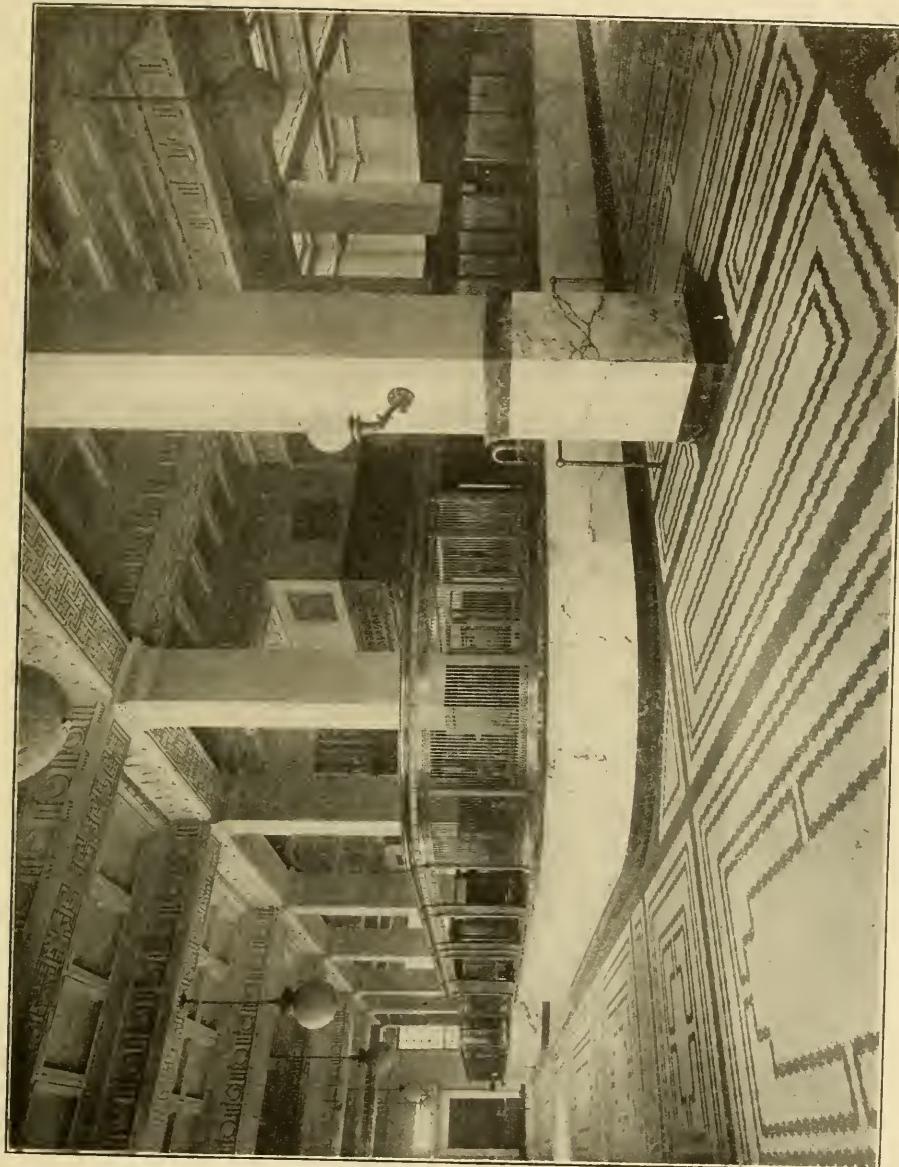
There are eleven members of the Board of Directors of the Oakland Bank



Interior View, Oakland Bank of Savings

beautiful on account of its classic simplicity, is of white California granite to the second story, with buff pressed Roman brick above that. This finish, with its tall, grilled windows and heavy bronze doors, not only gives the structure the appearance of strength and solidity, but helps to create it. The whole impression of the exterior is one of refined and dignified strength, molded to the single purpose

of Savings: W. W. Garthwaite, president; W. B. Dunning and Henry Rogers, vice-presidents; J. Y. Eccleston, cashier and secretary; and Messrs. M. L. Requa, George H. Collins, Horace Davis, Arthur H. Breed, James K. Moffitt, A. Borland and J. P. Edoff. Samuel Breck, F. A. Allardt and Leslie F. Rice are the assistant cashiers, and J. A. Thomson and A. E. Caldwell are the assistant secretaries.



Interior View, Oakland Bank of Savings

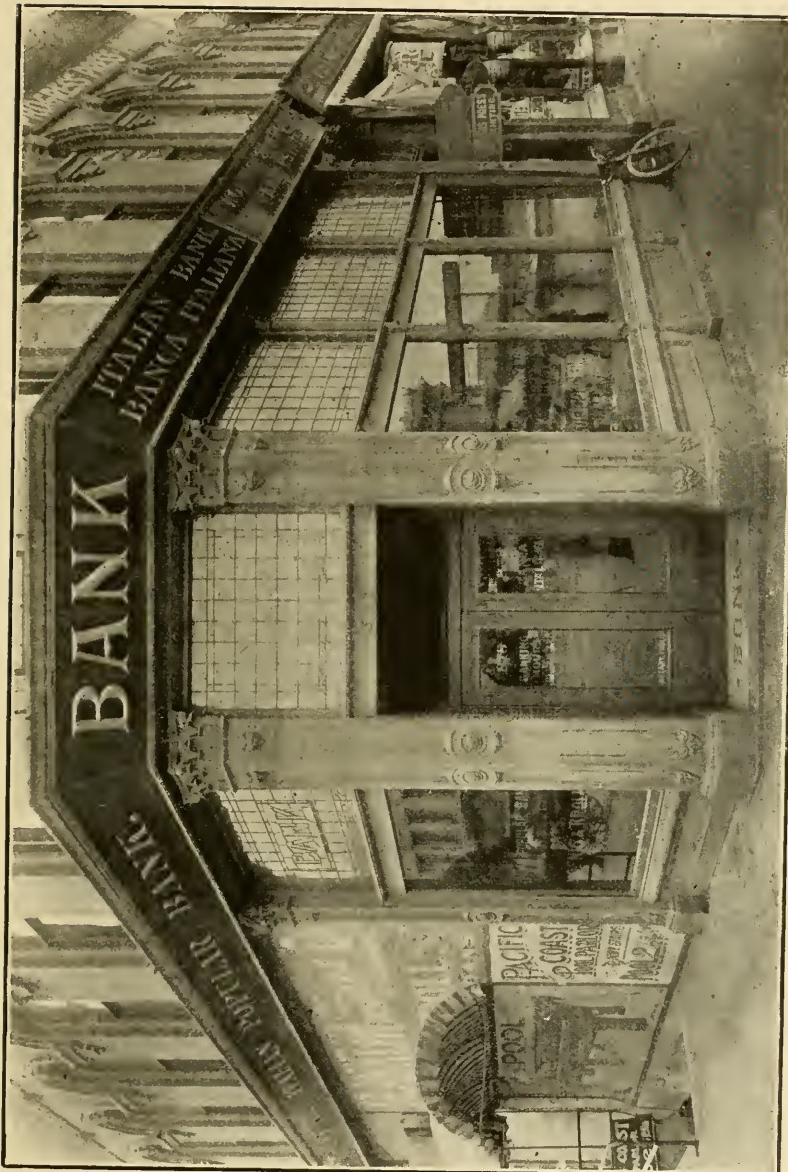


ORGANIZED March 24, 1907, this bank has been built up by its officers and directors to a position where it commands the absolute confidence of the business community. Its liberal yet conservative policy inaugurated by its first president, F. W. Bilger, has been maintained under the direction of H. C. Spaulding, who has been president during the years 1910 and 1911. The other officers are as follows: A. Kendall, A. A. Busey and A. G. Taft, vice-presidents; C. C. Spaulding, secretary and cashier; P. G. Jacobus, Jr., assistant cashier; the other directors are Hon. George Samuels, Emil Lehnhardt, C. W. Haines, C. A. Young, A. J. Patterson and T. P. Frost.

In keeping with its general progressiveness the bank will soon announce the possession of a more modern banking room and equipment in a more central location, and a substantial increase in its capital stock is also contemplated.

Being a new institution, there is not a great deal of historical value which is of interest at this time, but the fact that the number of commercial accounts have doubled the past year and the savings department has made a gain of 50 per cent the past few months clearly demonstrates that past performance and present service is appreciated by the business community and that history is being made for a greater bank of the future.





Italian Popular Bank, Eighth and Broadway, Oakland

Italian Popular Bank

This bank opened for business on the 1st of January, 1907, Cav. Uff. J. F. Fugazi, its president, and F. N. Belgrano, its vice-president, two most capable financiers and the oldest Italian bankers on the Pacific Coast, being the organizers.

The bank was opened in San Francisco but a few months when its president and vice-president, foreseeing the great commer-

italian Popular Bank, both in our city and in San Francisco, has been one of the few financial institutions that during the great monetary crisis paid their depositors in gold coin, and no restriction has even been put on their withdrawals.

The following are the facts and figures of the growth and financial strength of this young but powerful institution:

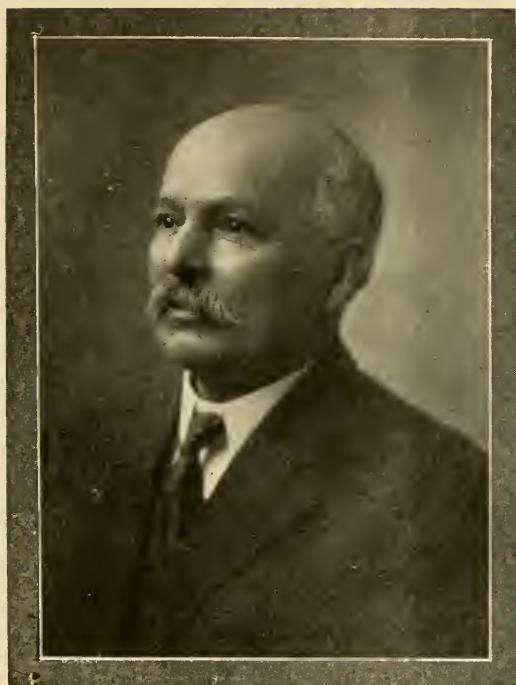


G. GHIGLIERI
MANAGER ITALIAN POPULAR BANK

cial opportunities that were in store for Oakland, established a branch in this city, its management being entrusted to G. Ghiglieri as manager and Ant. Friant as cashier. Through the efforts and ability of these two gentlemen the new bank has forged ahead of all the younger banking institutions established in our city after the great catastrophe. It is worthy of mention that the

December 31, 1907.....	\$ 995,606.37
December 31, 1908.....	1,237,902.89
December 31, 1909.....	1,779,977.31
December 31, 1910.....	2,398,640.59
June 30, 1911.....	2,711,643.31

The directors are J. F. Fugazi, George M. Perine, F. N. Belgrano, Charles Soracco, Dr. C. Barsotti, Ant. Laiolo and G. Ghiglieri.



ANT. FRIANT
CASHIER OF ITALIAN POPULAR BANK

Alameda County Building and Loan Association

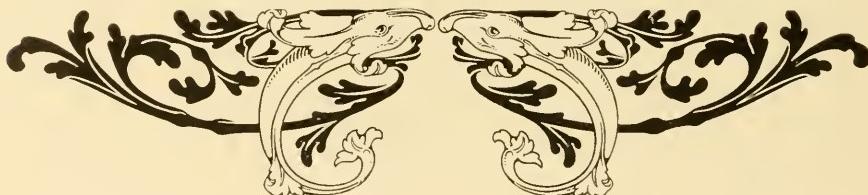
One of the oldest building and loan associations in the city is the Alameda County Loan Association, located at Sixteenth and Clay Streets, the company having been doing business for the past thirty-seven years.

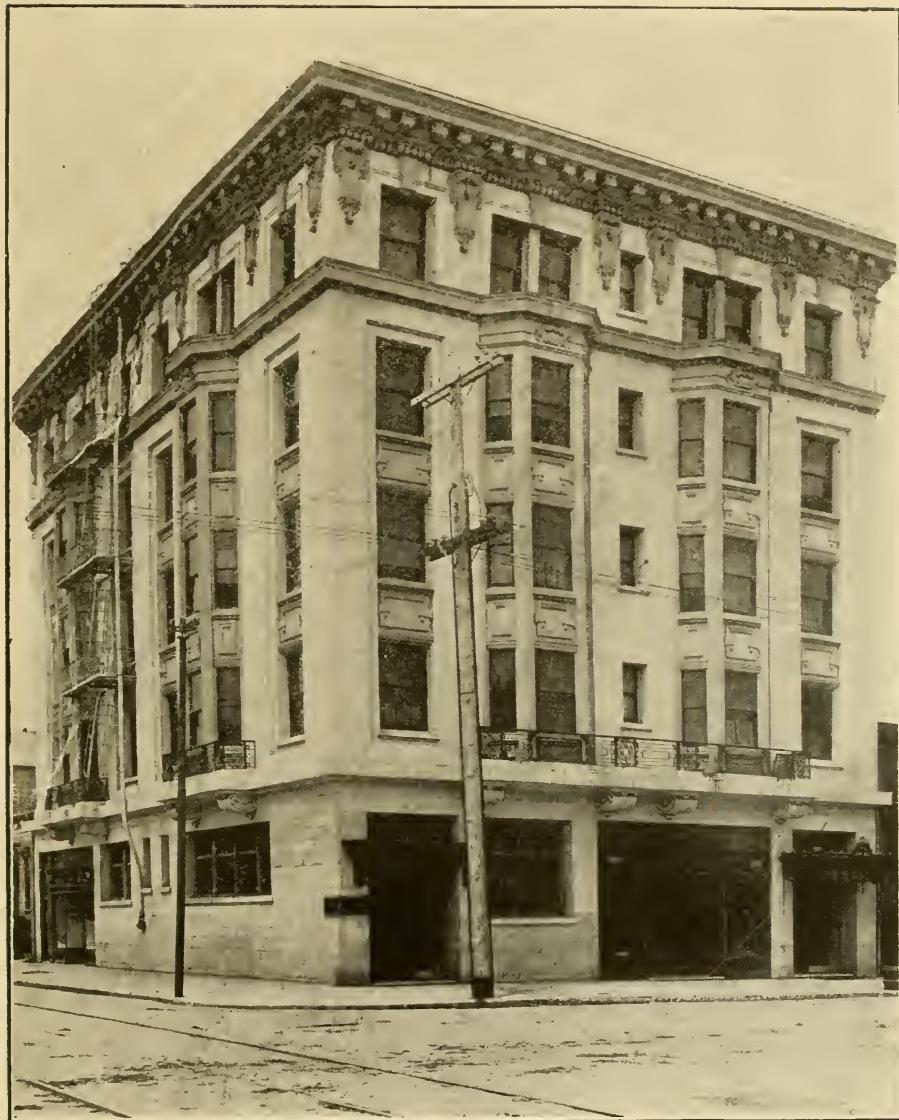
In this time it has paid to its investors for matured installment stock the sum of \$1,480,395 in cash promptly when due. It has furnished the money to build over seven hundred homes in Alameda County.

It owns and has its offices in a fine building at the corner of Sixteenth and Clay

Streets, Oakland. The company has earned the reputation of handling savings in a careful and accommodating manner, in amounts ranging from \$1 per month to \$10,000.

The officers are: C. C. Volberg, president; J. Tyrrel, vice-president; Charles P. Hoag, secretary; H. L. Kruger, assistant secretary; Daniel Meyer, treasurer, and J. B. Richardson, counsel. The directors are J. Tyrrel, Henry Danker, Henry Mohns, D. Muller, H. C. Hacke, C. C. Volberg, F. H. Clark, J. S. Burpee and C. P. Hoag.





Alameda County Building and Loan Association



New Security Bank and Trust Company in course of construction at Eleventh and Broadway, Oakland

Oakland—Its Future

City Is Being Builded and Developed To Embrace the Great Commercial Future Promised by Union of Rail and Ship

By Mayor Frank K. Mott

N THE story of the years, 1911 will have its place as that moment in which the destiny of Oakland as a great commercial city stood revealed to all her people. Prophetic vision was required a decade ago to see the achievements of today in the promise of 1912. But the dream of the seer is not necessary today to forecast Oakland's future. It is an open book in which all may read.

Every city symbolizes in concrete form some great idea. Oakland has been called the Athens of the West. She might equally well have been called the Carthage of the Pacific, for her commercial destiny is no less assured than her cultural supremacy.

It is better today that we should forge out a future that does not look to the past for a counterpart. Oakland is upon the threshold of her greatness, and that idea which she is to symbolize in the concrete achievement of the future is striving for full expression in the work of our hands today. It is today that we dare put that idea into words. It is today that we may declare that Oakland shall stand as the symbol of something different from the achievements of the past, and worthier than the mere examples of a bygone age.

Era of Unexcelled Prosperity.

Oakland shall symbolize the union of commerce and culture. Her work shall be the expression of a new ideal, the ideal of a great modern city. This city is entering upon an era of unparalleled prosperity. The wonderful growth of the sister cities, Liverpool and Manchester,

as industrial and commercial hives of toil, is destined to be repeated. But the commercial step is not to be taken here without due thought to the guarding of the city from falling into the reckless pursuit of an exclusively business purpose.

The destiny of the city is apparent today. It becomes successively clearer as month follows month that a great future was inevitable for a city situated as this city is situated, but it is only now that we are sure of our place and our future, and stand ready with the faith to grasp the opportunities that are presented to us.

The commercial aspect of the case is expressed in the significant terms rapid transportation and the union of rail and ship. It is also expressed in a topographical way which shows three, and perhaps four, great transcontinental lines centering in Oakland, and half a dozen smaller lines feeding into this city from a magnificent back country and making this city a distributing point.

Terminal of Three Big Railroads.

The fact that Oakland is the terminal for at least three of the great transcontinental paths of steel and steam assures her prosperity in itself, but there is another factor that is of no less moment. This is the possession of the most superb harbor in America, a harbor upon the ocean that is marked as the theater of trade for the present century.

The Orient is at the very door of Oakland, and by the opening of the Panama canal, the great Pacific is yoked with the Atlantic to bear the burdens of a world

commerce. Oakland stands in the strategic position to make the most of that world commerce.

That her citizens have grasped the possibilities of this municipality is evidenced by the unanimous favor with which the harbor bond proposition was met. Oakland as a municipality stands committed to the project of harbor development, a project that entails theulti-

within a radius of ten miles of the City Hall.

It may be well to justify this statement by pointing out a few significant items in this hundred million dollar bill.

Twenty-five Miles of Waterfront.

Oakland has twenty-five miles of waterfront, the clearance of the title to which has been finally attained in the year



Broadway, Oakland, in the Early Days, now the Heart of the Business District

mate expenditure of no less than \$25,000,000.

But the masters of finance have been beforehand in estimating the promise of an unequaled location. It is not an idle boast, but a matter of cold figures that Oakland is to be the distributing point in not more than a decade in the expenditure on a conservative estimate of \$100,000,000 in improvements, improvements that will attest the foresight of man

1910 after almost half a century of warfare. This waterfront is an asset for commercial and industrial purposes.

Upon harbor improvement the municipality will spend in the immediate future \$2,500,000, provision for which has already been made. But the waterfront development in any adequate form will require at least \$25,000,000. The federal government will aid with an appropriation approximating \$1,000,000.

This gives promise of a great harbor, with docks and wharves and shipping facilities of the highest order. A belt line railroad, assuring cheap transportation, is a part of the project. We have at present many acres of unimproved land on the waterfront, giving the opportunity for the establishment of great factories. The dredging of the Key Route basin and

front, and the Southern Pacific is to spend a large amount on the similar waterfront franchise.

Extensive Suburban Lines.

In bringing the bay cities into the closest communion of interest and sympathy through the miracles of rapid transit, the Southern Pacific has outlined a loop elec-



Broadway, Oakland

creating of that part of the great harbor will give the city over 400 acres more land of the most valuable waterfront section in the city.

In co-operating with the city in the development of the Key Route basin the San Francisco, Oakland and San Jose railroad, better known as the Key Route, proposes to expend \$5,000,000. The Western Pacific has promised several millions in developing the franchise recently granted that corporation on the water-

front system of suburban lines, gridironing this city and its environs, to cost \$10,500,000.

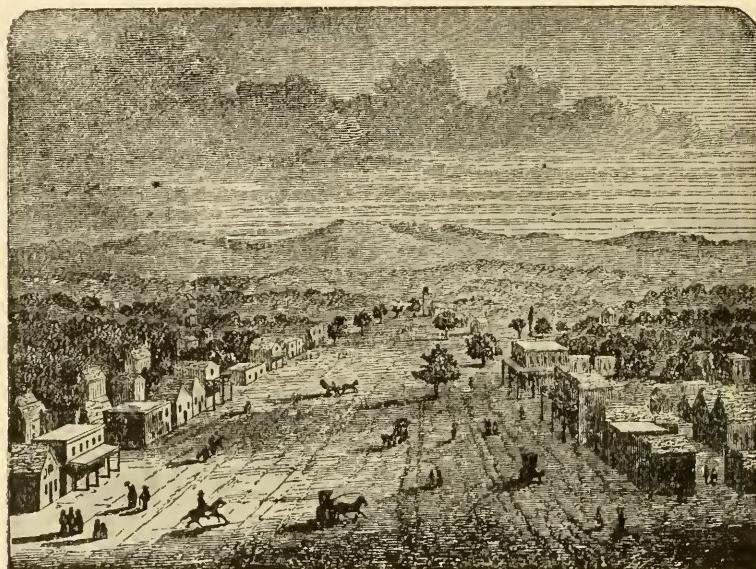
Added to these there is the prospect of the coming of the Great Northern, and the absolute surety of the opening up of the territory back of the hills by the Oakland and Antioch Railroad. Unheralded and almost unnoticed, this company, backed in a measure by Eastern capital, has laid its plans to bring the back country into close touch with Oakland by means of an electric freight and pas-

senger line through the Tunnel Road. Rails are already laid from Antioch to Bay Point, and rights of way have been obtained from Bay Point to Lafayette. The company plans to spend at least \$1,000,000 in bringing the road into Oakland.

So much for transportation. Extension and renewal of the water supply system is a positive necessity within a few years, and, by whomsoever financed, this will represent an expenditure of not less than \$4,000,000 or \$5,000,000. We have also to consider the building operations, including the \$1,000,000

the investment of capital amounting to \$100,-000,000.

This is in some measure an estimate of the commercial future of the city. This year has made possible such a forecast, but it has also made possible a prophecy concerning the cultural promise of the coming decade. The passage of a charter this year embodying the most enlightened principles of municipal government has made possible not only the placing of the administration upon a better business basis, but also the orderly pursuit of those branches of civil polity so



Oakland in 1860

City Hall and the Bankers' Hotel for a like sum. A number of other buildings, among them H. C. Capwell's new structure, the Security Bank and Trust skyscraper for Eleventh and Broadway, the Realty Syndicate, and several others, will bring another \$1,000,000 to help in the grand total.

Immense Building Record.

Building operations in the city for the past twelve months, up to 1911, have represented over \$6,000,000. It is unthinkable that this will not be increased during the coming years, making assurance doubly sure in forecasting

dear to the heart of the theorist and reformer. Parks and playgrounds, museums, schools and public gathering places are heralded in the progressive spirit of the new charter and in the continuance of those projects for civic beautification and cultural improvement which have been initiated in the past year.

With these clear prospects for progress and prosperity, for the creation of a clean and cultured community, supported and broadened in its import and its interest by commerce in the affairs of the world, Oakland bids its welcome to the year 1912.

City Meets All Modern Requirements

New Administration Buildings, Up-to-Date and Scientific Streets and
Other Permanent Additions Under Way to Complete
Scheme of a Model City

THE history of the current fiscal year will be no less remarkable because of the large expenditures and gigantic activities provided for by the \$3,500,000 bond issue of last year, than because of the expenditures extraordinary provided for in the regular municipal budget. Oakland citizens, gazing upon the work under way, the results achieved, and the tasks outlined by the present city administration, return to their personal affairs with the sure satisfaction that they are "getting their money's worth" out of the money paid to the city in taxes, whatever may become of that paid out to the State and county.

With the opening of the new year, the city sees work under way along the waterfront, in the heart of the city in the form of the new City Hall, and in every section of the municipality taking shape in streets, fire houses, school houses, increased street lighting and additional parks and playgrounds. Much of this has been provided for by the bond issues, but in addition to this the tax levy proper carries a host of improvements not included in regular maintenance that will be permanent betterments in the community.

Waterfront Improvements.

In addition to the achievements provided for in the bond issues, and now under way in the form of the creation of a great harbor in the Key Route basin and another in the estuary, in the building of a great municipal edifice, in the purchase and beautifi-

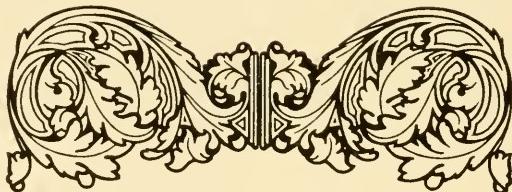
cation of a chain of parks that will make Oakland second to no city in the United States in this regard, the city administration has undertaken a number of betterments to be put through this year for the permanent improvement of the community, provided for out of the general tax levy, and made possible only by the heroic determination of the present city administration to leave behind it solid monuments to bear witness to its devotion to the great city now in the making.

These betterments were made possible by an increase in the tax rate by 8 cents. This increase covers in part the increase in the running expenses of the city, made necessary to meet bond interest and redemption fund, occasioned by the recent bond issue, but also provides for betterments pledged to the citizens by the council and Mayor Mott. It also provides for the expenses incidental to the framing of a new city charter.

Is Remarkable Financiering.

According to City Auditor George E. Gross, the setting aside in the municipal budget of sums aggregating \$347,975 for permanent betterments and expenditures extraordinary is a remarkable achievement, not paralleled in any other city on the Pacific Coast, and not paralleled in any city in the United States of the same size. The annual budget has provided revenues amounting in the gross to \$1,745,800. Of this the following sums have been set aside for improvements not included under running expense or maintenance:

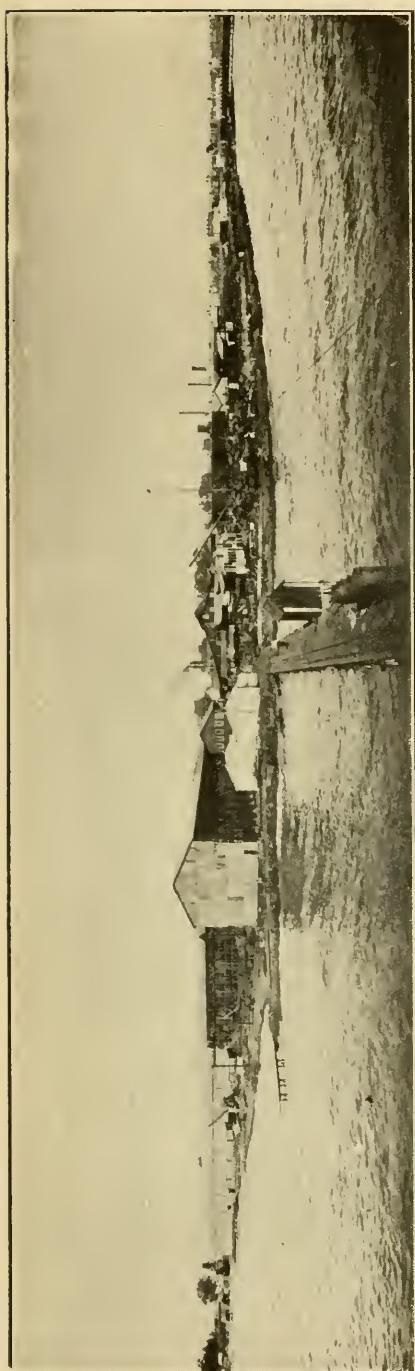
Storm sewers	\$ 35,000	Thirteenth Avenue and Hopkins Street	13,000
Culverts	10,000	Elmhurst	13,000
Sewers	17,000	Dover Street	6,075
Street Work—Twelfth Street dam, East Eleventh Street extension, Broadway and Webster Street crossing, East Fourteenth Street asphalt crossings, Second Street brick pavement	33,000	Lot in Alameda for fire house.....	1,500
High pressure salt water system....	25,000	Lot on Chestnut Street for fire house	2,000
Street openings	2,650	New fire apparatus.....	34,500
Partial payment on Merritt property (at Willows)	20,000	New police officers (20 men to be ap- pointed)	12,000
Partial payment on Mosswood Park.	20,000	Automobile for police department...	3,500
Annual payment on Adams property, Thirteenth and Oak Streets.....	17,250	Advertising new charter.....	21,000
New Fire Houses—		Charter elections	12,000
		Freeholders	3,000
		Dredging estuary	6,500
		Firemen, annex (1909), and perma- nent houses	40,000
		Total	\$347,975





Judson Manufacturing Company





View from Bay of Judson Manufacturing Co.'s Plant



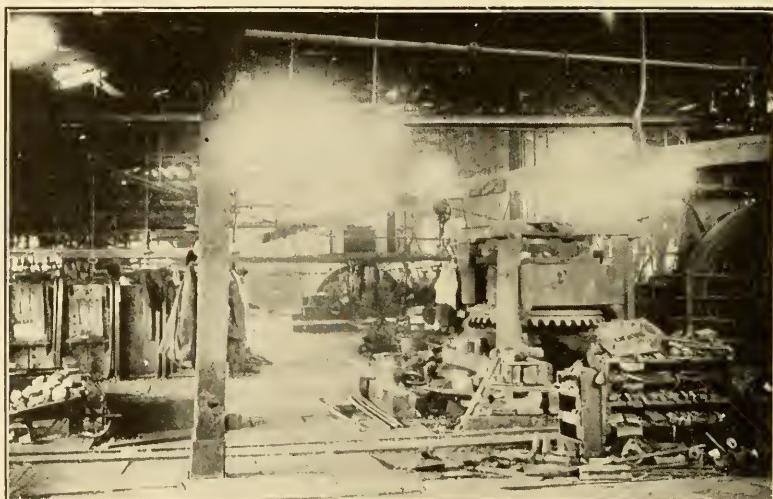
Front View of the Judson Manufacturing Co.'s Plant

Judson Manufacturing Company

When H. J. Sadler, the young vice-president of the Judson Manufacturing Company courteously permitted the writer to look over the immense plant of the company at Emeryville in gathering material for this volume, the writer's respect for the city of Oakland, as a manufacturing center, was decidedly increased.

tributed nearly \$500,000 every year in payrolls alone.

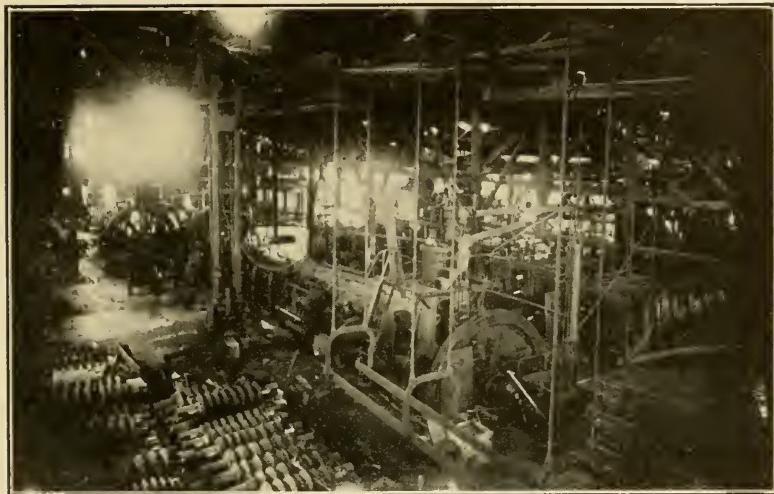
The company is now in a position to do almost any work related to iron and steel, from turning out twisted steel bars for reinforced concrete walls to the heaviest structural steel for building purposes. Among the more important work done by this con-



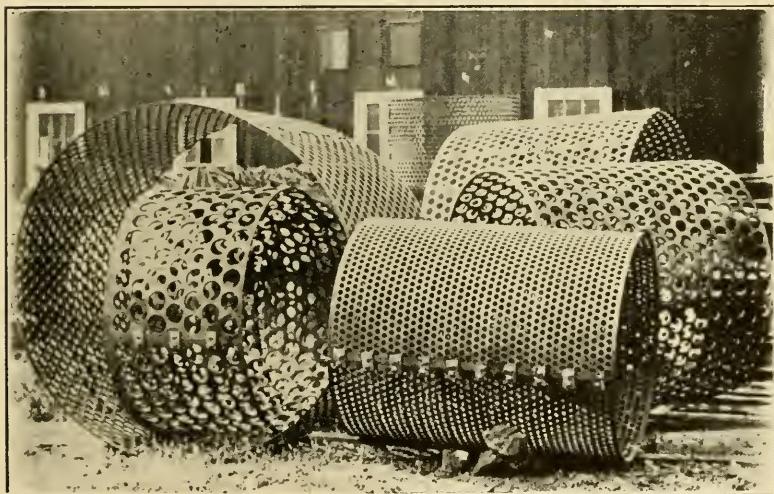
Rolling Mill

The Judson Manufacturing Company is purely a local concern, and by virtue of its location here gives to Oakland the distinction of having the largest rolling mill and structural steel works on the Pacific Coast. The plant covers about forty-five acres of ground and employs something like 450 men. As a result of its operations here there is dis-

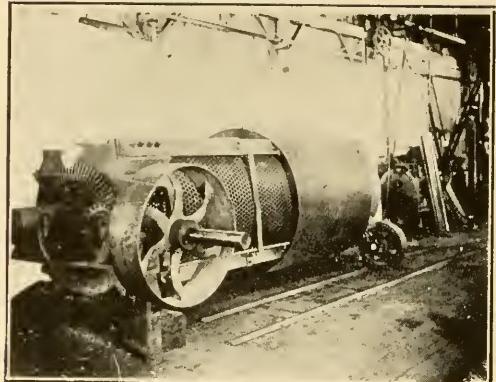
cern was the furnishing of all the structural steel for Capwell's new building, the Bacon Building, Oakland Bank of Savings Building, Central Bank Building, Y. M. C. A. Building, Heeseman's and many other equally important structures. They will furnish the steel for the new City Hall, which is the largest steel contract ever let in the West.



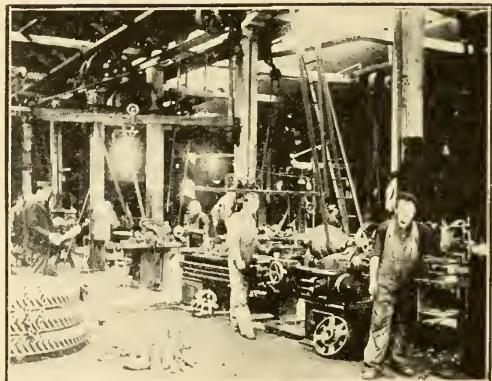
Rolling Mill



Rock Screens



Judson Manufacturing Co.
Rock Screen



Judson Manufacturing Co.
Machine Shop

The company is now spending about \$30,000 in enlarging their steel shop, which work is going on without interfering with the execution of the large number of orders constantly coming in.

moulds. The concern has its own spacious carpenter shop where patterns for castings are made and other woodwork is done.

The officers of the corporation are: H. E. Bothin, president; H. J. Sadler, vice-presi-



Structural Shop

The big plant is operated on broad lines; every department and building on the forty-five acres is connected with a railroad, over which push cars are operated in order to convey heavy material with speed and facility. The most modern equipment, including traveling cranes, compressed air plant and various devices for the manipulation of steel and iron are found in the different shops. One of the features of the plant is a machine for punching dredger screens to any desired mesh, which was invented and manufactured right on the ground. The company has made a specialty of manufacturing dredgers and has done considerable work in that line for years past. Another big end of the business is the nut and bolt shop, excellently equipped and capable of turning out almost any size of nuts and bolts.

In the foundry all sorts of castings are turned out, from the lightest to the heaviest

dent; J. D. Osborne, secretary, and F. D. Parsons, manager of the works.



Structural Shop

Assuredly the Judson Manufacturing Company has been a most important factor in bringing about a prosperous Oakland.



W. B. STRAUB
PRESIDENT AND GENERAL MANAGER
EMPIRE FOUNDRY CO.

Empire Foundry Co.

In selecting the concerns that have been factors in the prosperity of Oakland this volume would be incomplete without mention of the Empire Foundry Company.

Mid the pounding of hammers and the clashing of metal the interviewer found the busy young president in his office adjoining the foundry, and the din was so terrific he had some difficulty in making his wants known. There was some further difficulty in securing the desired material for this article, as Mr. Straub is disinclined to talk for publication. He was, however, finally induced to further the cause by giving a brief history of the concern and his connection with it.

Mr. Straub, who is now and always has been the active manager of the concern as well as its present president, hails from the Buckeye State, having formerly lived in Columbus, Ohio, and later in Minneapolis, Minn. During the financial panic of 1894 he decided to seek his fortune in the goldfields of Alaska. On his way there it occurred to him that it would be a good idea to look over the Coast country, including San Francisco and Oakland. In doing this he was so impressed with the opportunities presented in this city that he abandoned his Northern trip and decided to make Oakland the scene of his future endeavors. It looks now as though he has no cause to regret his decision.

About eight years ago Mr. Straub established the business in a little shop of his own. It was not all smooth sailing by any means. Competition was keen, money was scarce, and he had to hold his own against large corporations with plenty of capital. Against these odds he secured enough business to remain in the field, and as a reward, which is usual when the qualities of energy,

integrity and tenacity of purpose are present, his business began to increase.

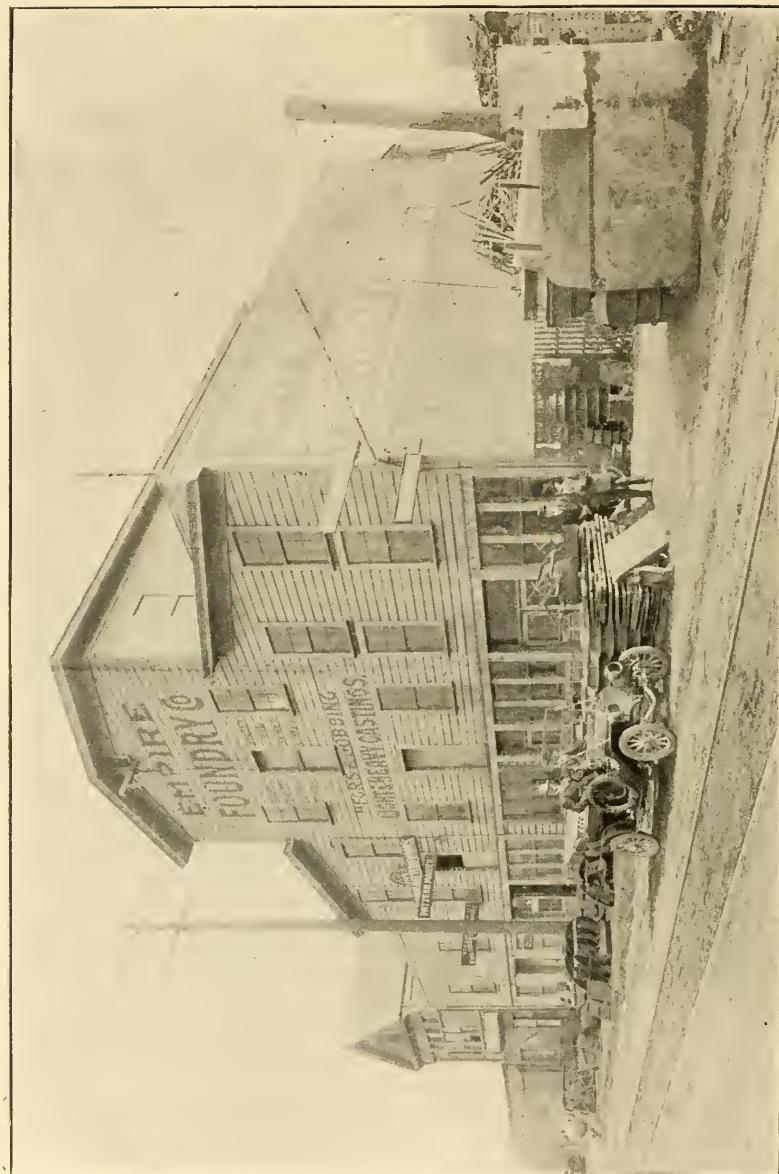
In 1906 he found it advisable to incorporate the present company to handle the increasing business. The headquarters of the concern were then located at Third and Washington Streets. When the Western Pacific came into Oakland the company sold its lease to the railroad at a profitable figure. Two years ago the company purchased the present plant and owns the ground it stands on, at 433-435 Third Street.

The Empire Foundry carries on a big general foundry business, manufacturing all kinds of castings for machinery, mining tools, street castings, etc. They are manufacturers of various hardware equipment, builders' supplies, and a particular feature of their business is the manufacture of iron mantle grates.

The Empire Foundry Company employs some thirty-five men and pays out about \$25,000 in wages every year, which, of course, adds to the general prosperity of Oakland.

The officers of the company are: W. B. Straub, president and manager; H. L. Crow, vice-president; O. P. Nauert, secretary, and the Harbor Bank acts as treasurer of the corporation.

Mr. Straub organized the Straub Manufacturing Company about a year and a half ago, of which he is president, and which makes a specialty of manufacturing mining machinery, crushing and grinding mills. This company is also equipped to manufacture complete dredgers, having done considerable work for the J. S. Kimball Company and other operators in Nome, Alaska.



Empire Foundry, Third Street near Broadway

Western Paper Box Company

One of the biggest institutions on this side of the Bay, and in which the city may well take pride, is the Western Paper Box Company, occupying the spacious concrete structure on the Southwest Corner of Fifth and Adeline Streets.

This concern was established in San Francisco a good many years ago, but its plant, like many others was wiped out in the fire of 1906. A good example of the energy and spirit with which the executives of this concern overcome difficulties is shown, when it is stated that in less than one month after the entire plant had been destroyed, the company had re-established itself in Oakland, and were ready for business.

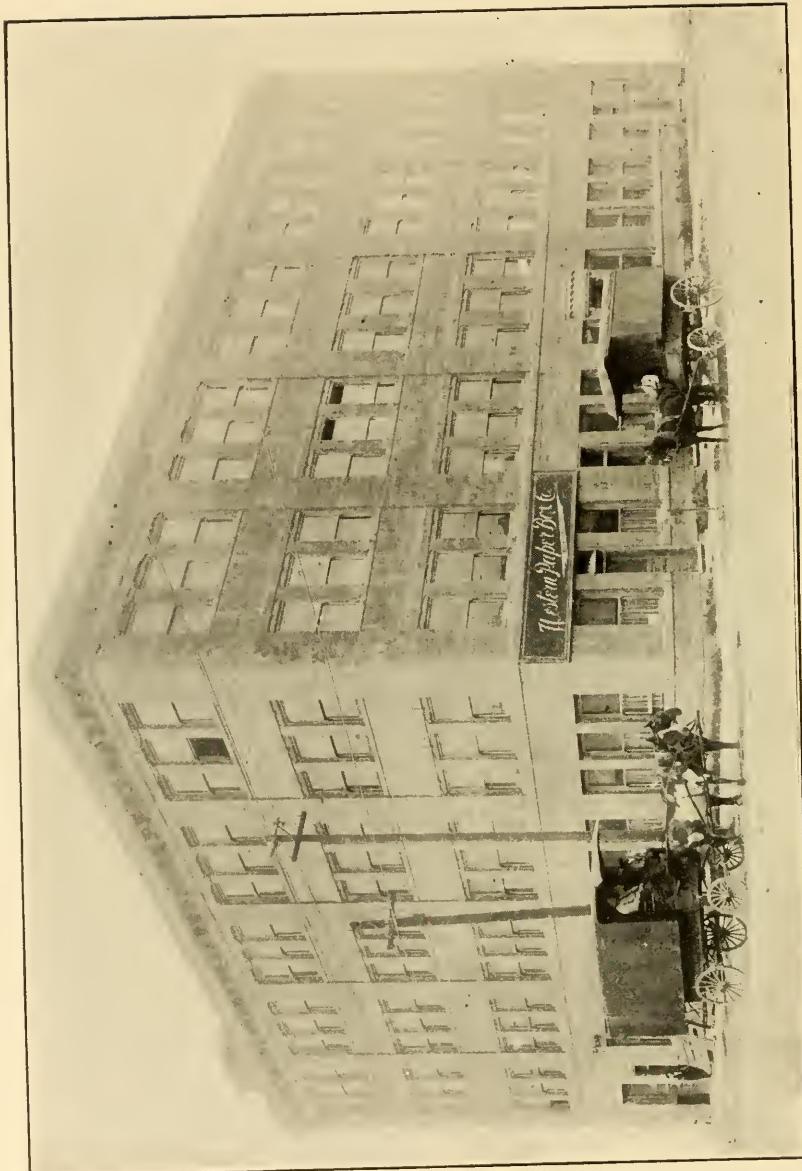
The Western Paper Box Company manufacture a greater variety of packages, and do a larger business by far, than any other concern of its kind on the Pacific Coast. They turn out anything from a tiny pill or jewelry box, to a robe-box, or a millinery box, big enough to hold the latest elephantine creations worn by the fair sex, with all the intermediate varieties of candy boxes, cartons, dry goods packages etc. When President Kewell was asked by the interviewer to give an idea of just how many boxes or packages the company turned out in a year, he smiled at this somewhat difficult question, but we figure it must run well up into the hundreds of thousands.

Mr. Fred W. Kewell who is not only President, but the active head manager of the concern is entitled to great credit, not only for the important part he has played in building up an industrial institution that is known all over the West, and whose business is increasing all the time, but also because of the thorough system and perfect organization he has introduced as manager of the company.

There are one hundred and twenty-five employees and each one knows his particular work and does it; there is no confusion because there is perfect system everywhere, and an enormous amount of work is done with little or no friction.

The plant and general office of the company occupies a splendid and substantial structure four stories in height, The factory is equipped with the most modern machinery and labor saving devices. The building itself is of an up-to-date type and there is plenty of light and excellent ventilation; clean and sanitary conditions prevail throughout the big building.

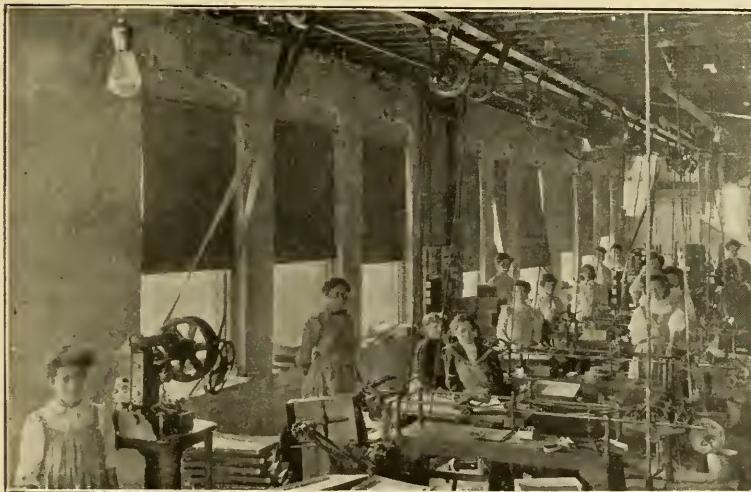
The Western Paper Box Company employs a big force, and the annual pay-roll is now nearing the \$100,000 mark. These are the kind of business institutions that possess marked solidity, and that make for the permanent prosperity of the commonwealth.



Western Paper Box Co., Fifth and Adeline Streets, Oakland, California



Interior Views of the
Western Paper Box Co.'s Factory
Oakland, California





Plant of Pacific Manifolding Book Company, Emeryville

Pacific Manifolding Book Company

When the interviewer called at the plant of the Pacific Manifolding Book Company for the purpose of gathering material for this book and was permitted to look over the immense plant of the Company at Emeryville, he was particularly impressed by the gigantic proportions to which the concern had grown, it having been only seven years since the company was established in very modest quarters in Oakland, and began the business of manufacturing sales books. The fact that it has developed into the second largest concern of its kind in the United States indicates a class of business management and enterprise not often encountered.

The Pacific Manifolding Book Company is engaged in the manufacture of sales check

books, and their goods are in use by nearly all merchants throughout the entire West. Perhaps some of you do not understand precisely the nature of this product, and to such we make the following explanation.

Upon making a purchase in a store, whether it be a dry goods store, a grocery store or meat market or any other retail store, the clerk almost invariably hands you a sales slip indicating goods purchased and the prices. This, in case of a cash sale, acts as a receipt for the money paid and gives the merchant a duplicate copy for a check upon his business. In case of a charge sale it acts as your bill and the accounting of the store is done from the duplicate copy.

The Company makes and sells TWELVE

MILLION of these books every year with the word "Oakland" in their imprint, which means that the name of "Oakland" is printed and scattered broadcast throughout the West SIX HUNDRED MILLION times annually. Think it over in the light of an advertisement for Oakland.

But retail stores are not the only customers of the Pacific Manifolding Book Company. Their salesmen have made a study of the requirements of other lines of business, and as a result almost every line of business imaginable is now using sales check books of some description. Their salesmen cover all the territory west of the Rocky Mountains, and have been enabled to get the business away from Eastern competition almost entirely, from the fact that there is no sales book company in the United States who turn out as great a number of styles of sales books, and that the quality of their work is second to none. To accomplish this, the Company has been farsighted enough to invest a fortune in the best and most up-to-date equipment possible to obtain.

We also find that the Company builds a great many of its own machines to specifications which have originated in their own factory for shortening the work and improving the quality of it. Thus giving to the City of Oakland the proud distinction of being the only Western city where printing presses are manufactured.

The business has had a healthy and steady growth so that the general offices and works of the Company now occupy an entire city block and the Company has recently purchased an adjoining block upon which they are to build an annex to the present plant, which will be constructed of brick and concrete. The town of Emeryville has closed up one of its streets in order to give the concern a lot 460x250 feet in size for its operations.

Several years ago the Company established a new department for the printing of street car transfers; they now have modern machines that are capable of printing six million transfers per day and have secured the business of the United Railways of San Francisco, the San Jose Railways

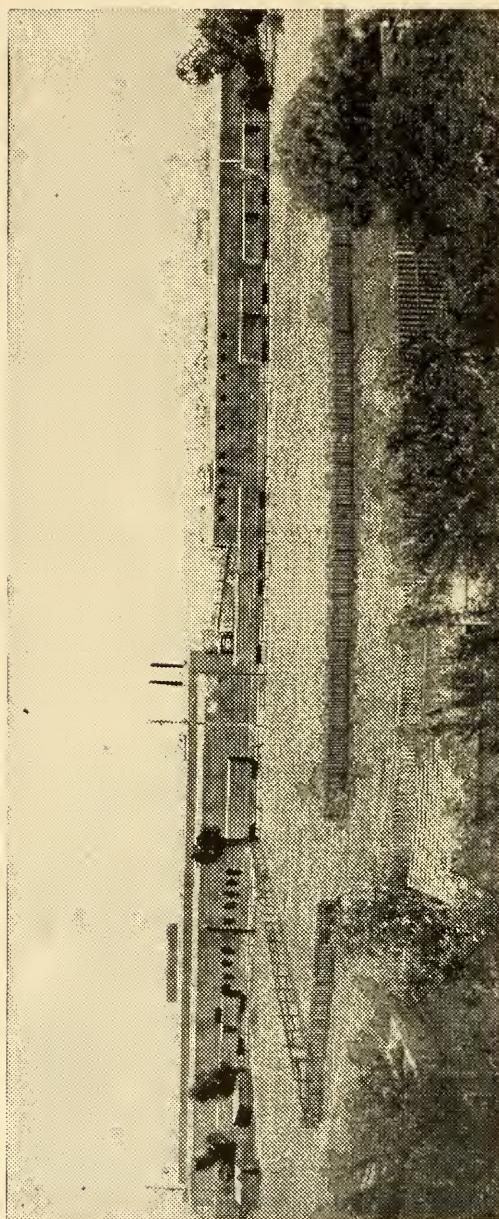
and the Tacoma Light & Power Company.

Another new department that has recently been established is the introduction into the Western States of the American Account Register, one of the most unique and invaluable accounting devices for the use of the retail merchant ever invented. It is expected that this branch of the business will develop so rapidly, that it will soon be necessary to build these registers in Oakland, and when this comes to pass, it will mean the investment of considerable capital and will furnish employment to many people. The success of these registers in the East has been so great that the factories there are taxed to the utmost in filling orders, and no doubt Oakland will soon become an important manufacturing and distributing point for these machines.

The Pacific Manifolding Book Company at present gives employment to about two hundred people and the annual pay roll amounts to over \$150,000, thus you will see that through the medium of their branch offices, their salesmen and the mail, they draw upon the entire Western slope for their income, a great portion of which is expended in the City of Oakland, both in pay rolls and purchasing of supplies.

The manager and officers of the Company are Western men, almost all of them having been raised in or near Oakland. This makes it a distinctly Western enterprise and gives the officers a just pride in the growth of the business. In looking over the plant and its environments one thing so particularly noticeable is the ideal condition under which the employees work. There is good light, excellent ventilation and everything is clean and sanitary in every department. In addition to these ideal conditions, there is perfect system evident everywhere; each person's work is mapped out for him, and the big business is carried on with as little friction and confusion as a well oiled and perfectly adjusted machine.

The Pacific Manifolding Book Company has done and is doing a great deal for the City of Oakland in more ways than one, and there is every indication that it will do a great deal more in the future.



Code-Portwood Canning Company, Fruitvale, California

Code-Portwood Canning Company

The growing of fruit in California is no doubt *the* one important industry of California, and, as a natural sequence, the business of preserving, packing and distributing California fruit for the world's consumption ranks among the first industries of the Golden State.

In dealing with this industry, the editors selected the Code-Portwood Canning Company, as the largest and most representative concern of its kind in Oakland, for discussion in this volume.

The Code-Portwood Company pack about every kind of fruit that it is possible to preserve in cans. The big plant at Eleventh Street and Twenty-eighth Avenue, Fruitvale, is housed in a building 700 feet by 100 feet and is two stories high. The cannery is equipped with the latest machinery, and has facilities in the way of economical devices for the filling of cans, the cleansing of fruit and for handling filled cans that no other concern of its kind has.

It has never been the policy of the company to see how *cheap* a product it could turn out, but how *good*; and if there was ever an industry where this policy should be practiced it is in the fruit canning business. The Code-Portwood people have always been willing to pay the highest price for fruit in order to get absolutely the best the market affords. The men in charge of the work in every department have been taught that in their business verily "cleanliness is next to godliness," and every precaution is taken to

send to the consumer as clean and sweet a product as is humanly possible.

The concern has certainly done its share in advertising the city of Oakland broadly, as they ship canned fruit in large quantities to every corner of the globe, from China and Japan to Bombay, India, all over the United States and Canada, England, Germany, France, Denmark, Alaska, Australia and New Zealand. Considerable business is done with the railroad companies of both the United States and Canada.

The company employs from four to five hundred people and distributes something like \$75,000 per year in Oakland for wages and other disbursements. From 260,000 to 300,000 cases of canned fruit are shipped from Oakland by this concern every year. Among the better known brands which the Code-Portwood Company pack are "All Gold," "Claremont," "Premium" and "Fruitvale."

These products were awarded the only gold medal at the Sacramento State Fair in September, 1907, 1908, 1909 and 1910 and gold medal at the Alaska-Yukon-Pacific Exposition at Seattle in 1909.

The Code-Portwood Company was established on May 12, 1898, and during its dozen years of existence has, through progressive methods and by maintaining a high standard of quality in its products, become one of the solid business institutions of California.

The officers of the corporation are: R. H. Swayne, president; C. L. Tilden, vice-president; M. A. Thomas, secretary, and A. L. Duncan, general manager.

Oakland Brewing and Malting Company

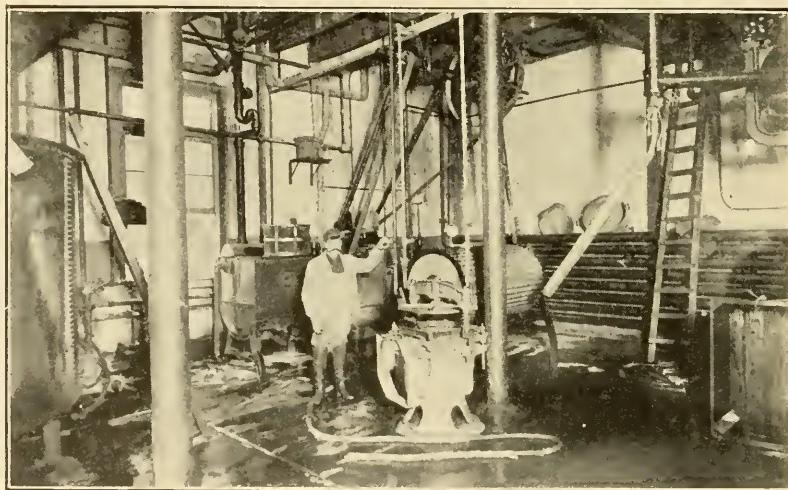
*MAKERS OF
“BLUE and GOLD” LAGER*

It is generally conceded that the big plant of the Oakland Brewing & Malting Company, located at 26th and Chestnut Streets, Oakland, occupies the most artistic group of buildings of any industrial institution in Alameda County.

This is a comparatively new institution, organized on March 12th, 1907, and the fact that in the brief period of four years,

this company has always produced a scientifically pure and healthful beer, has, of course, been the foundation of the marvelous growth of the business.

The brewery has a capacity of sixty thousand barrels per year at the present time, and since starting operations a few years ago has had to increase its capacity three times. The plant has drilled



Interior Oakland Brewing and Malting Company

Blue & Gold Beer is sold in immense quantities in all the Bay Cities, and is becoming known as a standard article all over the State, speaks well for the enterprise and excellent business management of the gentlemen holding executive positions in the concern.

The plant is equipped with the most modern machinery, and nothing is lacking in the way of up-to-date devices as a protection against all impurities; the fact that

its own wells for water supply.

All the bottling is done through a silver pipe line under Government inspection, and the general packing and bottling department, both from a sanitary standpoint and in the perfect arrangement for securing a maximum output with the least labor and expense, leaves little to be desired. All beer shipped out must be properly aged and up to the government standard, so it might be said the Blue & Gold Beer is



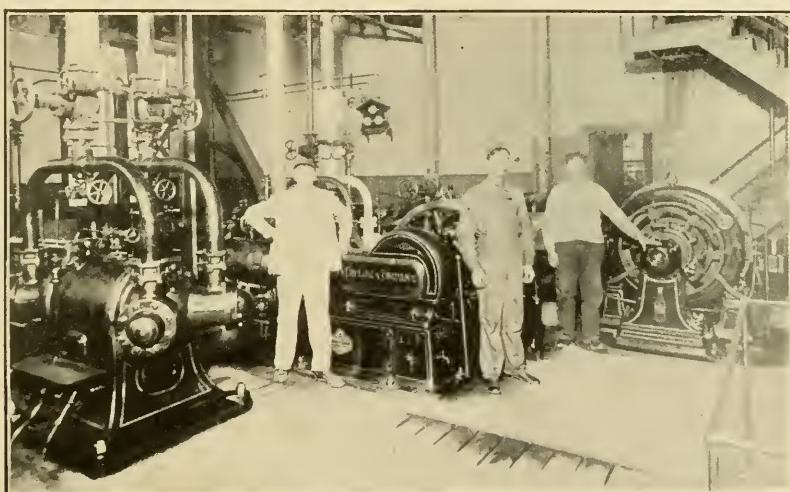
Oakland Brewing and Malting Co.—Bottling Room

really guaranteed by the Government.

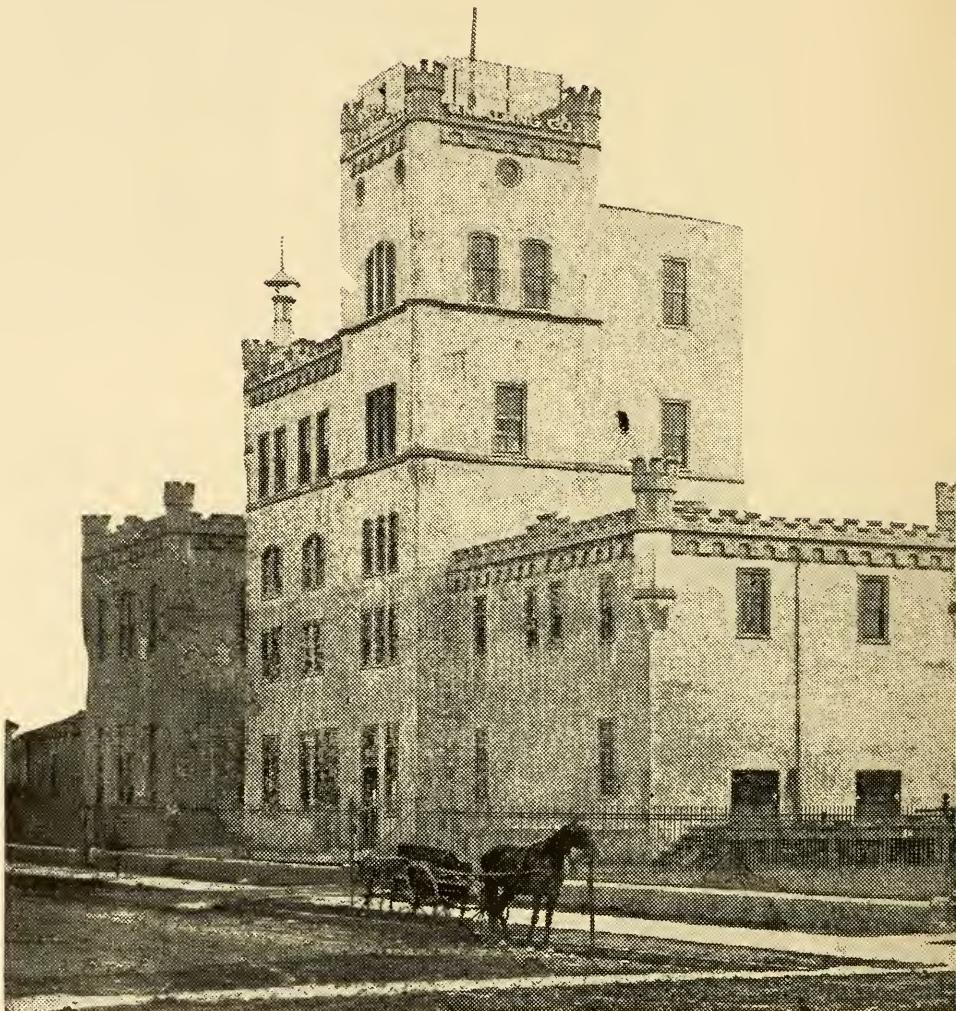
The Oakland Brewing & Malting Company furnishes employment to about seventy people the year round, in addition to the large amount of capital expended in costly buildings, machinery and equipment, which adds greatly to the general prosperity of Oakland. It pays out something like a quarter of a million dollars per year to its various employees.

The architectural style of the building is uniquely beautiful, and is of a type sometimes found in the old German Castles. From a view point this group of buildings, occupying two city blocks, presents a fine picture.

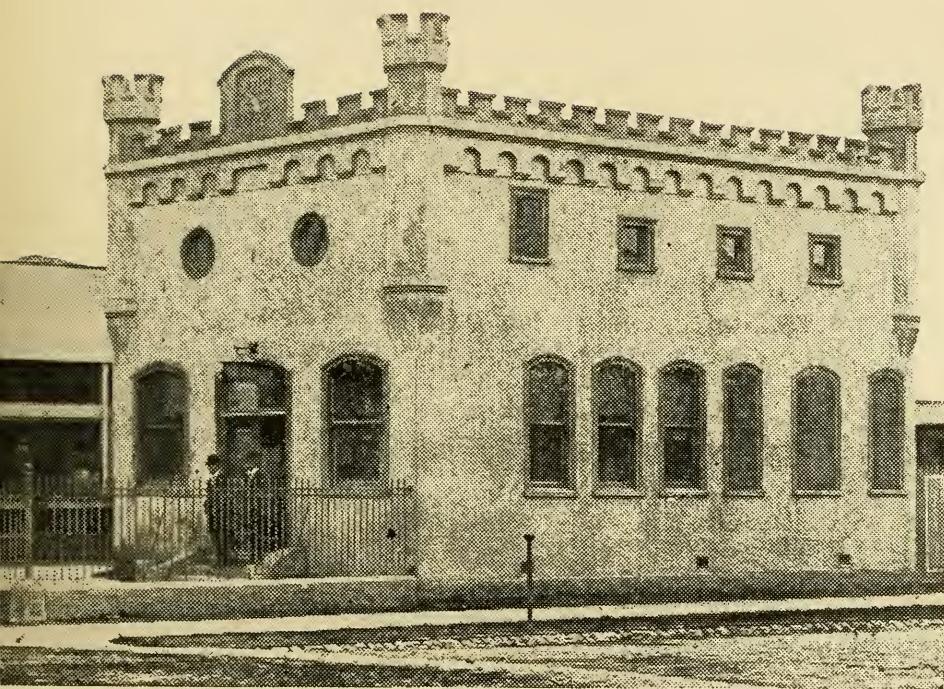
The officers of the corporation are: C. S. Plaut, President; Henry Wiekling, Treasurer; J. M. Bonner, Secretary.



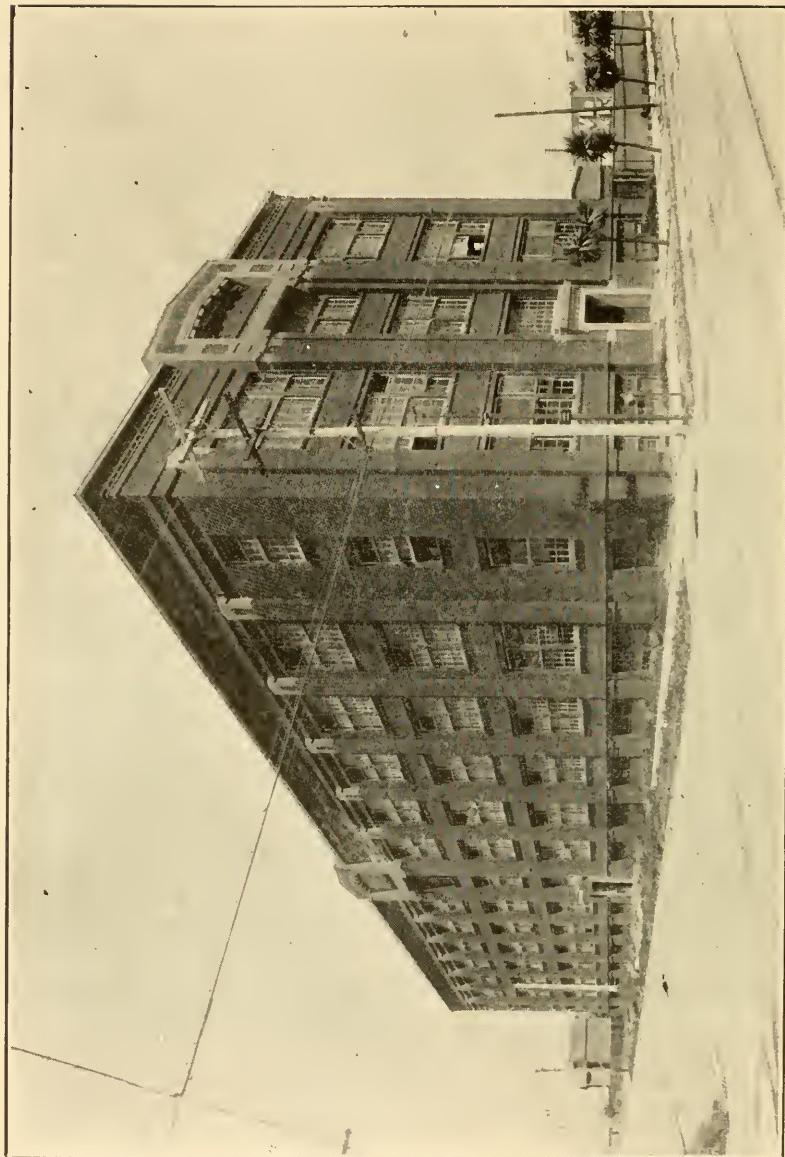
Engine Room—Oakland Brewing and Malting Co.



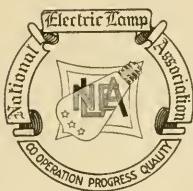
Oakland Brew



Malting Co.



Oakland Warehouse Company, 16th and Campbell Streets



Oakland Warehouse Company

That the Oakland Warehouse Company, distributor of incandescent electric lights, has indeed helped to make Oakland the "one bright spot" is literally as well as figuratively true. This concern is rapidly developing into an institution of gigantic proportions. The business was established here in 1903 as a warehouse for the storage of electric lamps and general illuminating equipment, and since that time has developed into the largest distributing concern of all types of Carbon, Gem, Tantalum, Tungsten and Incandescent lamps in the West.

Starting in with a floor space of 15,000 square feet in their old building at Twelfth and Clay Streets, it now requires 65,000 square feet of floor space to meet the requirements of the business. The new building now occupied by the concern is constructed of brick, four stories in height, and is absolutely fireproof. It is equipped with every modern appliance for the handling of the vast amount of material that is constantly being shipped in and out, and the business is so systematized that the immense amount of work is done without friction or confusion. The building is equipped with its own emergency fire pump with a capacity of 1,000 gallons per minute.

The Oakland Warehouse Company are distributors for:

Banner Electric Company, Youngstown, O.
Brilliant Electric Company, Cleveland, O.
Bryan-Marsh Company, Chicago, Ill.
Buckeye Electric Company, Cleveland, O.
Colonial Electric Company, Warren, Pa.
Columbia Incandescent Lamp Company, St. Louis.
Fostoria Incandescent Lamp Company, Fostoria, O.

General Incandescent Lamp Company, Cleveland, O.

Monarch Incandescent Lamp Company, Chicago, Ill.

New York and Ohio Company, Warren, O.

Shelby Electric Company, Shelby, O.

Sterling Electrical Manufacturing Company, Warren, O.

Sunbeam Incandescent Lamp Company, Chicago, Ill.

Warren Electrical and Specialty Company, Warren, O.

The average shipments since the company began operations here, about eight years ago, have been 125,000 lamps per month. Among the larger users of their various illuminating equipment are Oakland Savings Bank Building, First National Bank Building, St. Marks Hotel, the City Hall and other administration buildings of San Francisco, the White House and Monadnock Building of San Francisco, and in fact nearly every large building requiring illumination on the Pacific Coast. The company employs 250 people and the annual payroll amounts to about \$72,000.

The gentlemen who have been the most important factors in building up this business to its present magnitude are Messrs. J. A. Vandegrift, general manager; R. C. Hyde, superintendent, and George E. Norris, assistant manager. Miss N. Burns is the auditor and has supervision of the accounts of the company.

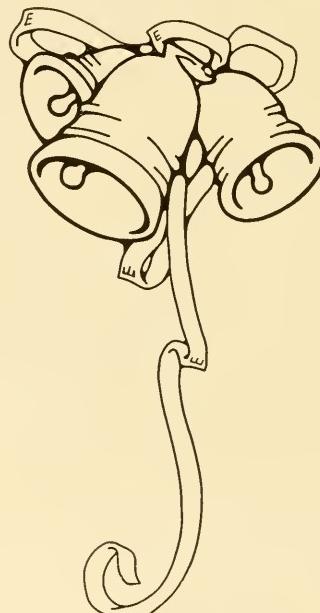
Mr. Vandegrift has been engaged in the electrical lamp business for many years in the East, and seventeen years ago was appointed manager for the Pacific Coast department of the Bryan-Marsh Company of Chicago. He is recognized as one of the

best authorities in the West on electrical illumination. His energy, unquestioned ability and progressive ideas have been strong factors in the rapid growth of the concern. He is a member of the Oakland Chamber of Commerce and is now acting on the Progress and Prosperity Committee.

Mr. Hyde, the superintendent, came to the Coast fourteen years ago from the East, having been formerly associated with the Central Falls Lamp Company of Rhode Island. He has had many years' experience in various departments of electrical work and has proven

a valuable acquisition to the concern in the supervision of the detail work.

Mr. Norris, the active young assistant, is also an Easterner and has been associated with the Oakland Warehouse Company for about one year. He was formerly with the Banner Electric Company of Youngstown, Ohio, first as salesman and later as auditor. He is the son of N. L. Norris, a well known electrical engineer of the East, who is general manager of two of the largest electrical factories in Youngstown.





J. J. KENNEDY
PIONEER COALMAN OF ALAMEDA COUNTY

J. J. Kennedy

An excellent example of what brains and energy can accomplish will be found in the life story of J. J. Kennedy, the pioneer coal man of Alameda County.

Mr. Kennedy has lived in Oakland for the past thirty years. He is a self-made man in every sense of the term. As a young man, in 1881, he mastered the trade of iron molder and worked in that capacity for five years, and it was during this period of his career that the plain, honest hard work established in him a virility and manhood which has been the foundation of his subsequent success.

As an iron molder he learned the value

of a dollar, and in 1887 he had saved enough to embark in business for himself. With a capital of exactly \$335.35 he established a coal yard at Eighth and Chester Streets. The business grew and prospered, not by leaps and bounds, but steadily and healthfully, and after a few years Mr. Kennedy was able to purchase his partner's interest in the business, he having been associated at that time with H. J. Cruz.

During the following years the coal business was at its best, as fuel oil had not then come into general use, and Kennedy verily "made hay while the sun shone." He secured all the business of the city, county and

State in this territory, including all the schools, Home for the Blind and other public institutions, University of California, fire, police and street departments, etc., which at that time amounted to quite a few thousands of tons of coal per year. Kennedy did not secure this business through any "pull," but solely on account of his ability to best his competitors in price, quality and prompt deliveries.

During this period Mr. Kennedy was familiarly known throughout the county as the "Coke King of Oakland." Coke was largely used at that time, and for over twelve years Kennedy was the only man or concern selling coke on this side of the bay.

Everyone who knows Mr. Kennedy knows him to be absolutely square, both in business and out of business. Even at a time when he had no competition in business his dealings with the public were uniformly courteous, and customers always received full weight and just what they ordered.

Twenty-two years ago Mr. Kennedy moved his business to its present location at 1214 Market Street, at which time he bought out Rice & Sons. He now operates five wagons of from two to six tons capacity, and his payroll at present amounts to quite a few thousands per year.

During his long residence in Oakland Mr. Kennedy has aided his fortunes materially by shrewd real estate investments. Ten years ago he purchased the valuable piece of property on Market Street, between Fourteenth and Fifteenth Streets, upon which he has built his present home. Two years ago last July he began the erection of one of the

handsomest apartment houses on this side of the bay, which is now completed and occupied and run under his own supervision. This magnificent structure is known as the Casa Rosa Apartments and is described more fully elsewhere in this volume.

In addition to the above property he owns two flats on Eighth Street, at Nos. 207 and 209, and four lots on Thirty-second and Helen Streets, 50 by 100 feet; a house at 51 Hannah Street and various other property. Although we have no official information on the subject, we believe Kennedy will soon be rated in the million dollar class.

Mr. Kennedy's marriage to Miss Mary T. Ahern occurred in Oakland about twenty-one years ago, the ceremony being performed in Sacred Heart Church. Mr. Kennedy suffered a severe loss in the death of his wife four years ago. There are five children: May, 20; Ignatius and Loretta, twins, 18; Francis, 16, and Louis, 13. Mr. Kennedy is the son of Thomas Kennedy, who died in Oakland at the age of 87 in the spring of 1911.

In his early youth Mr. Kennedy accepted a position as sexton for the Sacred Heart Church on Fortieth Street, and no doubt the good environment and influence in early life had something to do with his subsequent career. He has always retained his church affiliations, and his many charitable acts in Oakland during years past have been spontaneous and of the most practicable sort.

Mr. Kennedy now finds it necessary to move close to the water front and railroads where he intends going into the wholesale business together with his retail business.





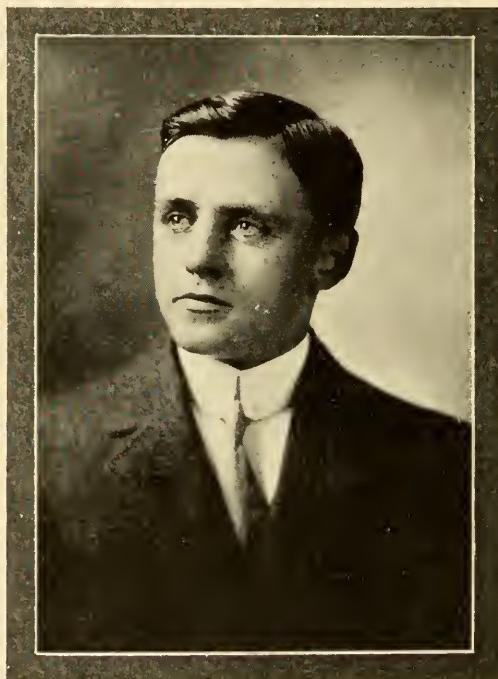
EMILE CARDINET

Cardinet Candy Company

One of the enterprising firms that believes in the future of Oakland and Alameda County, and has shown its confidence by establishing headquarters here some five or six years ago, is the Cardinet Candy Company, which is becoming known all over the State.

Immediately after the San Francisco dis-

time to meet the demands of increasing business. Years ago, in 1898, he associated himself with the Herman C. Fisher Company of Sacramento and has been continuously engaged in the candy business ever since, a matter of nearly fourteen years. During his many years of practical experience he has learned about all there is to know about



GEO. F. CARDINET

aster of 1906, Emile Cardinet, after many years of experience in the candy business and well-founded faith in his ability to succeed, decided to engage in business in Oakland, and established the present factory at 1069-1071 Kirkham Street, Oakland, which has had to be enlarged from time to

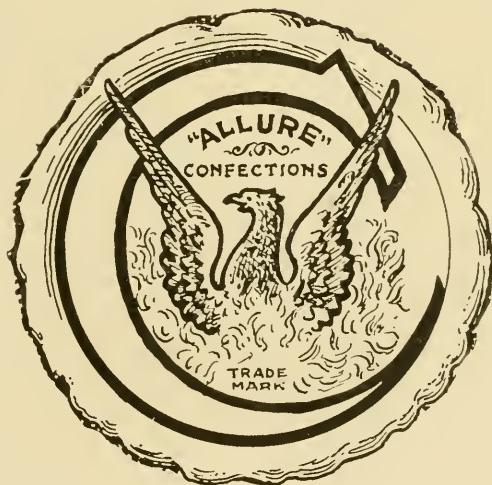
the manufacture of candies, and this, of course, is one of the fundamental reasons for the firm's success. He has entire supervision of the manufacturing end of the business.

George H. Cardinet, the junior member of the concern, joined his brother in the

business about two years ago and has charge of the finances and sales force. He has had many years' business experience. Starting in with the John Breuner Company of Sacramento in the early part of 1899 as assistant shipping clerk, he was shortly after transferred to San Francisco, when the Breuner Company bought out the California Furniture Company of that city. Here he served as superintendent of shipping, later as assistant cashier and finally as superintendent of shops and assistant buyer. After ten years' connection with this firm he resigned to take his present place in the active management of the Cardinet Candy Company. His experience has proven valuable in systematizing the work of the office and sales force in his present business, and has had not a little to do with the success of the business.

The Cardinet Candy Company manufacture a big general line of candies, from the cheaper grades to the finest qualities, and also do an immense jobbing business in package goods in special lines manufactured in the East. It would be hard to find a store dealing in candies on this side of the bay where the Cardinet goods are not found on sale, not to mention the big business carried on with San Francisco jobbers.

They are the largest and practically the only manufacturers in Alameda County, and it is this sort of energy and enterprise that is the foundation of the solid growth of any city, and with the advantage of young blood and progressive ideas this concern is rapidly developing into one of the solid business institutions of Alameda County.



Moore & Scott Iron Works

N industrial institution of broad scope and purpose, in which the City of Oakland may well take pride, is the Moore & Scott Iron Works and ship yards. The dry dock and ship yards of the company are located in Oakland Harbor, at the foot of Adeline Street and have always been the scene of busy activity.

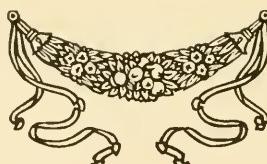
In discussing the industries whose presence in Oakland mean prosperity and improvement of a permanent sort, the Moore & Scott Company stands pre-eminent. It not only furnishes steady employment to some six hundred men, which means the distribution of something like a quarter of a million a year in pay rolls alone, but they have demonstrated that Oakland harbor is built to dock the largest vessel that comes into this port.

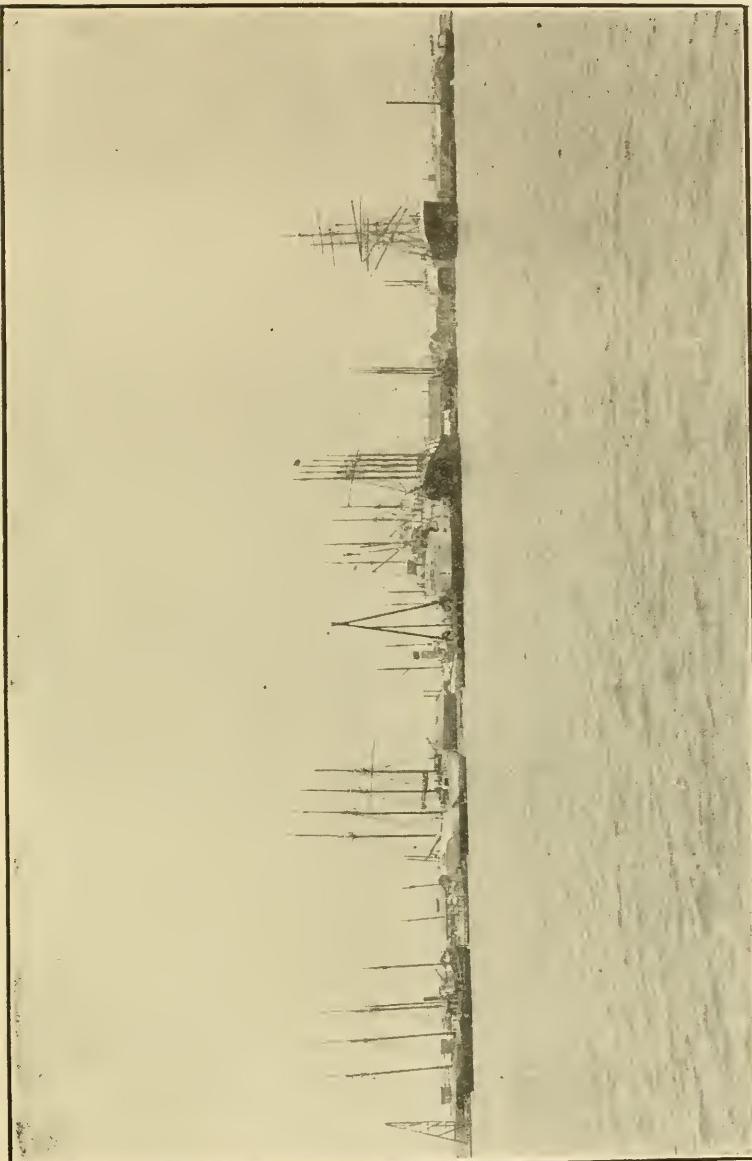
Moore & Scott were awarded the contract for over-hauling and reconstructing the

United States Army Transport "Thomas" at a cost of about six hundred thousand dollars, and the work has been completed to the satisfaction of all concerned. The "Thomas" is the largest vessel ever taken up Oakland Creek, the dimensions being: 5,713 tons gross, 450 feet length by 50 feet breadth by 30 feet depth of hold by 24 feet draft of water.

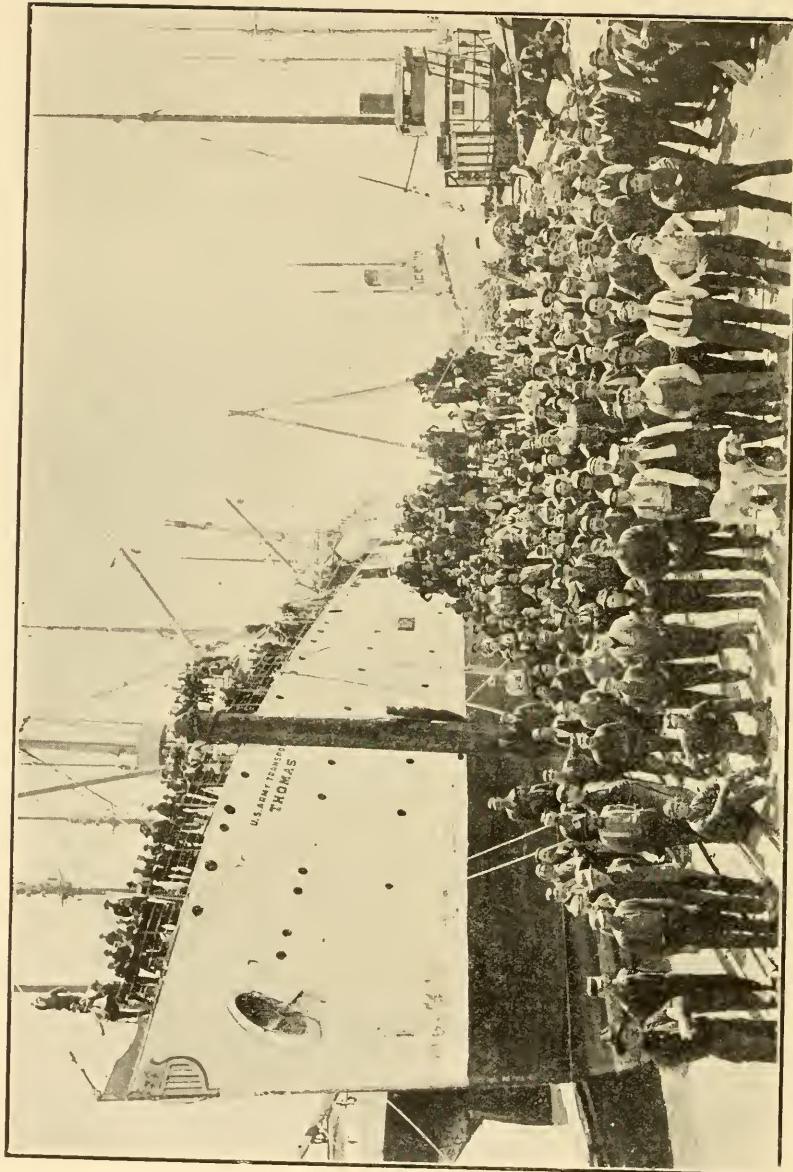
The plant, with a dry dock capable of taking vessels of 3,500 tons capacity, is a credit to the city and an urgent necessity as well; the benefits to be derived by its acquisition in the matter of securing big contracts and the resultant disbursements of large sums of money in Oakland, are apparent.

Mr. Robert S. Moore and Mr. John T. Scott are widely known as business men of calibre and action, and their operations in Oakland have been of great general benefit to the commonwealth.





Moore & Scott Iron Works and Ship Yards, Foot of Adeline Street



The U. S. Army Transport "Thomas" in Course of Alteration at Moore & Scott Shipyard

Hogan Lumber Company

HN writing of Oakland's industries, the editors are glad to pay full tribute to the Hogan Lumber Company, one of the largest and oldest institutions of its kind in this thriving city, and one which has played a most important part in

tures about a half million dollars every year. It is self-evident that the Hogan Lumber Company has been no small factor in creating and maintaining a prosperous city.

The main lumber yards and plant in Oakland occupy about eight acres of ground. The company owns four hundred and twenty feet



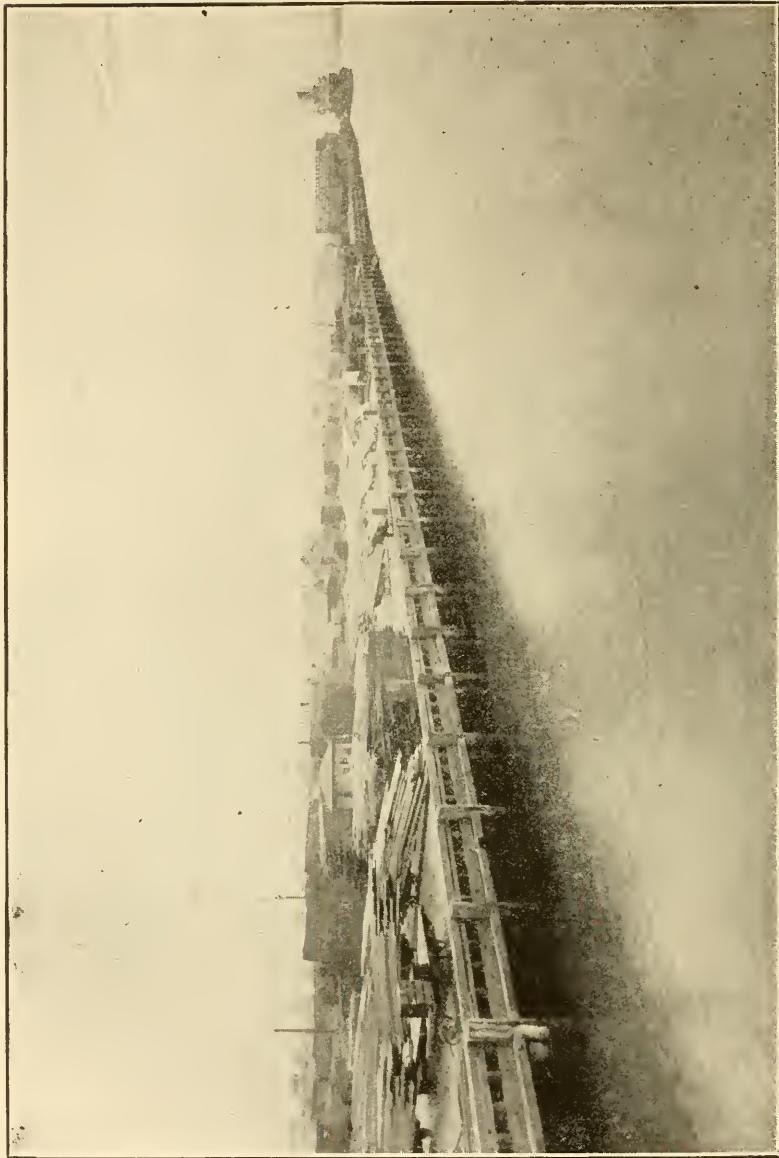
HUGH HOGAN
PRESIDENT HOGAN LUMBER COMPANY

the development of Oakland's waterfront.

With lumber yards and mill in Berkeley and Elmhurst, in addition to the big planing mill and yards at the foot of Alice Street, in Oakland, the company employs something like two hundred men and distribute in Oakland and vicinity in pay-rolls, and local expendi-

of water front, and own their docks and wharves with deep water, capable of harboring two large vessels at once. The concern also owns or is interested in several freight boats, among which are the "Aurelia," "Svea," "Bowdoin," and others.

In addition to the large business of ship-



Wharf and Dock, Hogan Lumber Company

ping, storing and marketing lumber, the company operates one of the largest and best equipped planing mills on this side of the bay, where all sorts of mill work is done.

The Hogan Lumber Company has done so much work and has furnished material for so many big structures in the bay cities, that it would be impractical to print a list here. The concern is at present supplying lumber for a large structure at Twelfth and Webster Streets, one at Third and Webster Streets,

of civic improvements, and has done much toward the upbuilding of the city. He has for years been a member of the Chamber of Commerce, acting on various important committees, and was its vice-president for four years. He has been just as broad gauge in his ideas of public improvement as in the operations of his own business. Mr. Thomas P. Hogan is vice-president and Hugh W. Hogan secretary of the company.

The former gentleman, the brother of Mr.



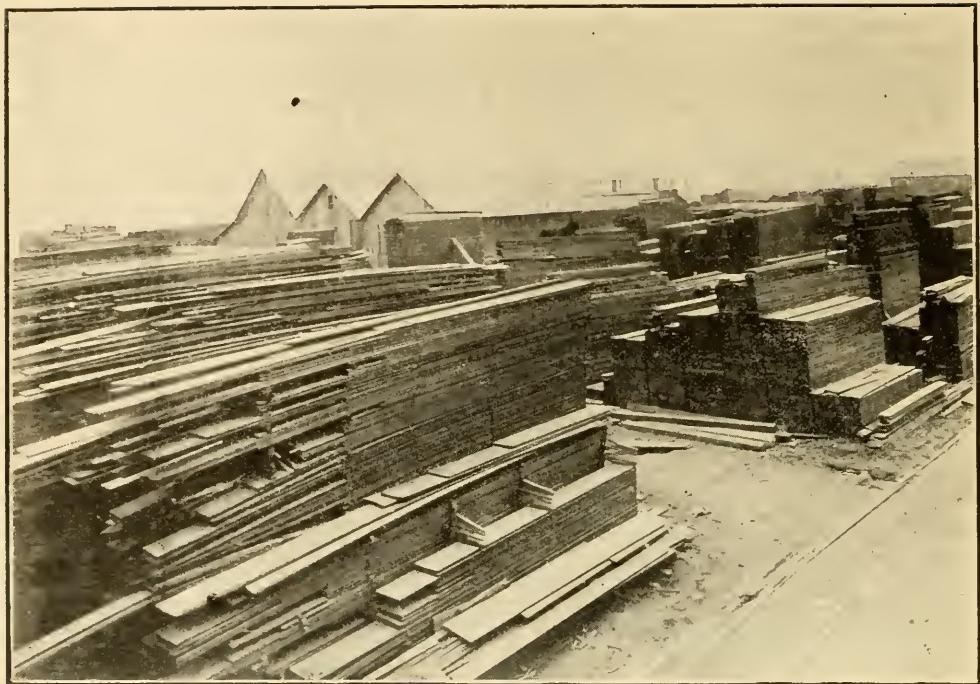
HUGH W. HOGAN
SECRETARY OF HOGAN LUMBER COMPANY

one at Telegraph Avenue and Alcatraz Avenue, and the new Washington Brewery structure at Sixth and Kirkham Streets.

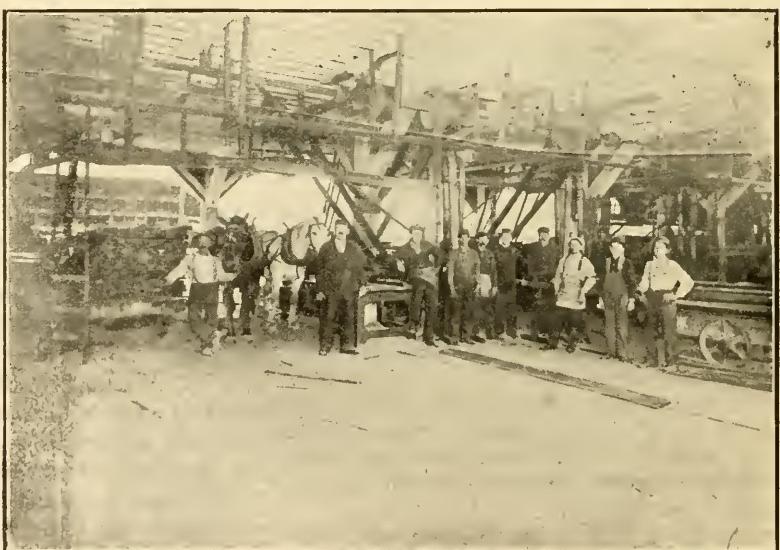
The company supply all the ship yards with lumber, as well as many of the big dredges built here, having furnished the material recently for the largest dredger ever built on the Pacific Coast; in the construction of this dredger over five hundred thousand feet of lumber was used.

Mr. Hugh Hogan, the founder, and president of the company, is not only one of Oakland's most successful business men but has given considerable time to further the cause

Hugh Hogan, has several business interests in the city and is widely and favorably known. Hugh W. Hogan, son of the president, is one of the most popular young business men of the city. He has already demonstrated marked executive ability and is well liked on account of his uniform courtesy and fairness, and should it come to pass in future years that young Mr. Hogan should be required to take the helm in guiding the affairs of this big business institution, he will be found particularly well equipped to take care of its responsibilities.



Yards of Hogan Lumber Company



A Group of Hogan Lumber Company Employees

Howard Company



N the selection of the industrial institutions of broad scope that have been important factors in the growth and development of the city of Oakland along solid and permanent lines, the editors gladly concede an important place to the Howard Company.

With yards, docks and bunkers covering eighteen acres of ground, running from Linden Street to Market Street, this company is easily the largest and most representative institution of its kind in Oakland, in fact, one of the largest on the Pacific Coast.

The warehouse of the concern is 100 feet wide and 500 feet long. The coal bunkers, 400 feet long and 40 feet high, capable of holding six thousand tons, are the largest and best equipped on San Francisco Bay. One of the features of the bunkers of the Howard Company, and an important one, is that cars can be loaded directly under the bunker, which is not true of any other bunker on the bay, and which means less waste and a great saving of time and labor.

The company operates its own plant for the manufacture of coal briquettes, which is one of the largest in California, having a capacity of five tons per hour.

The Howard Company also conduct a large feed and grain business. This department of the business has been given particular attention, and its equipment consists of the most modern machinery for cleaning and grading grain, and in fact the general handling and storage of this commodity.

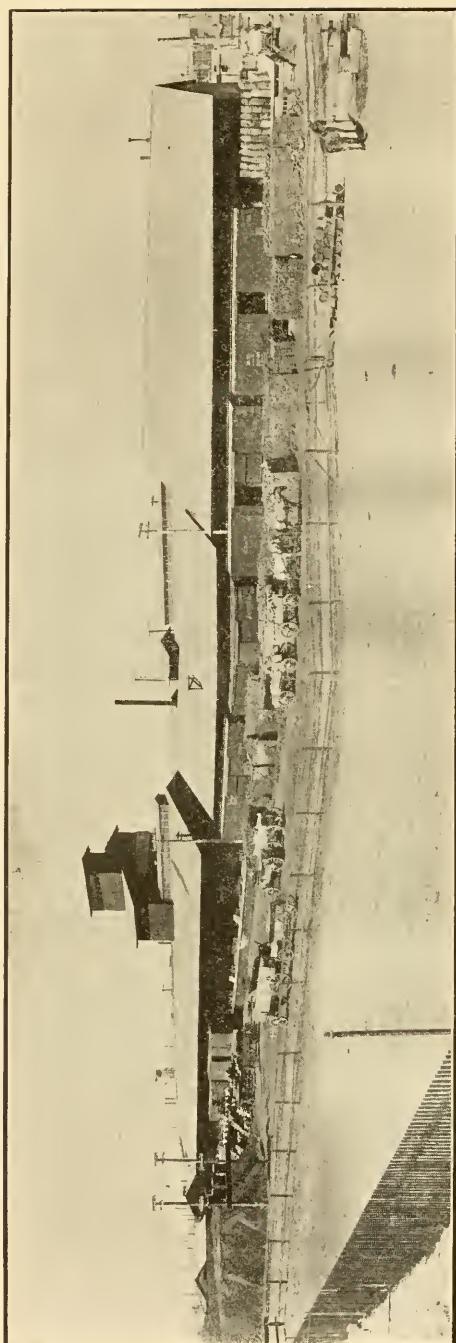
All of the various departments in the yard

are connected with the company's own railroad system; the business is conducted on broad lines, and its equipment and methods of conducting the work are the result of ideas well studied out, looking toward efficiency, speed and economy; there are locomotive cranes for the handling of cumbersome weights, sand, gravel and rock. The storage system is most modern and complete and is operated by electric power.

The slip at the main side of the wharf has been dredged to a depth of twenty-five feet at low tide, where a ship can be docked four hundred feet in length. Plans are now being carried out for the construction of a large emergency wharf capable of handling a vessel five hundred feet in length and of the heaviest tonnage.

The Howard Company was incorporated some twelve years ago, operating in close affiliation with the Western Fuel Company. Mr. John L. Howard, the president of the company, is not only a past master in matters pertaining to the transportation, storage and marketing of coal, but is widely known as one of California's broad gauge business men. Mr. Robert Bruce is vice-president of the corporation; H. G. Ramsey, secretary, and John L. Howard, Jr., is treasurer.

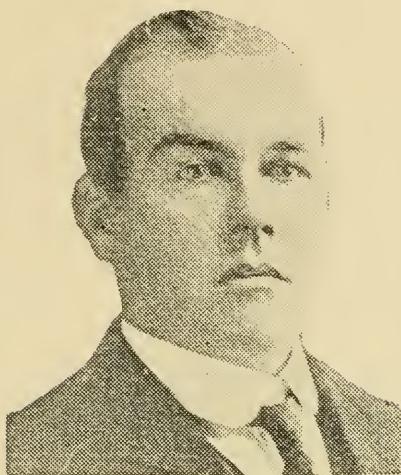
This institution has not only done a great deal toward developing Oakland's water front, with its wharves, warehouses, bunkers, etc., but as a result of its operations here, over one hundred men are given steady employment, and something over one hundred thousand dollars is disbursed annually in Oakland in payrolls and operating expenses.



Warehouse of the Howard Co. at First and Market Streets



Bunkers of the Howard Co.



W. H. McDONALD
MANAGER CALIFORNIA ICE COMPANY

The California Ice Company



HE California Ice Company, of Oakland, organized in 1902, has one of the best equipped ice and cold storage plants in the State. The growth of the concern has been in keeping with the requirements of a rapidly growing city.

It was not so long ago that ice was brought to Oakland in box cars and then stored; but it was a frequent occurrence that the supply of ice would become exhausted on the hottest days, when most needed, and the company was farsighted enough to install an excellently equipped plant capable of turning out sixty tons of ice per day, maintaining two freezing plants.

Exceptional facilities have been provided for handling the enormous business carried on in Oakland and vicinity. The institution is run systematically, deliveries are prompt, and all together the concern is a credit to the city.

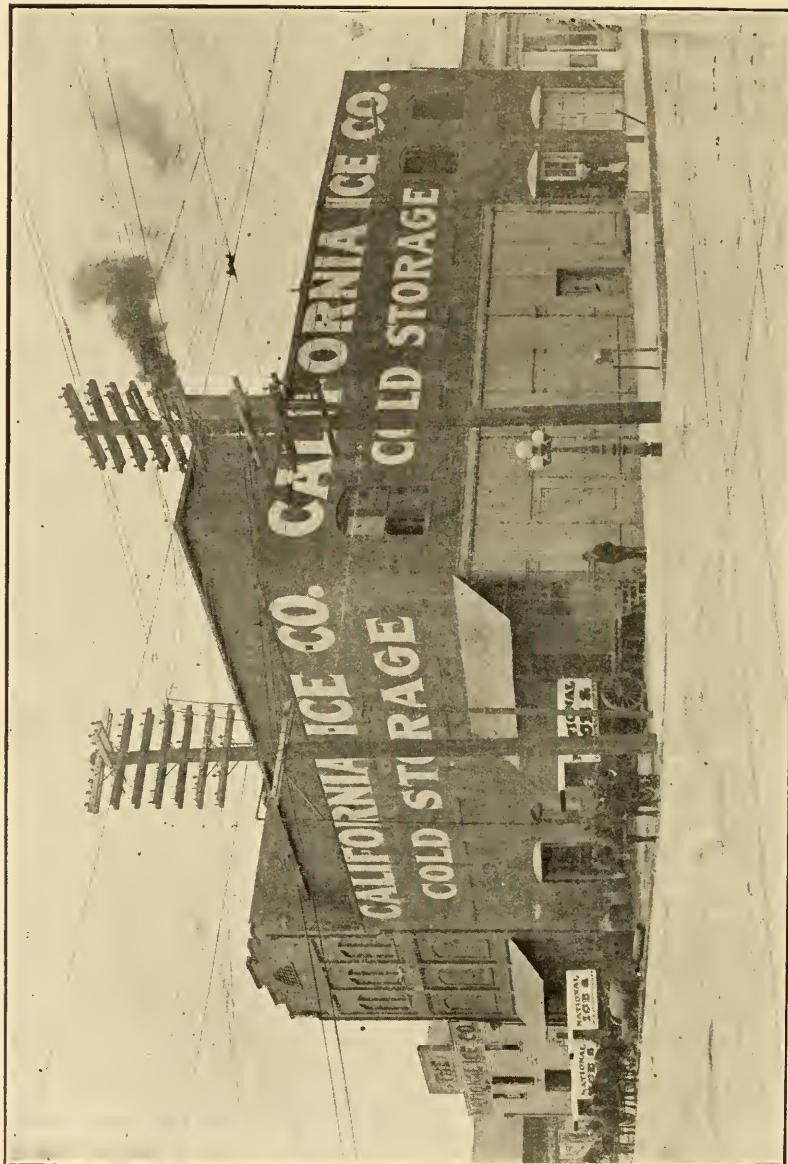
The plant is centrally located at the corner of Broadway and Second Streets, convenient for delivery service to any part of the city. There are spacious cold storage rooms for

the handling of all kinds of perishable commodities.

The ice manufactured by this company is made from pure, distilled water, which is distributed throughout the city by the National Ice & Cold Storage Company.

That the California Ice Company is doing its share in maintaining the general prosperity of the city is shown when we state that some thirty or forty men are furnished steady employment through its presence in Oakland and about \$50,000 per year is disbursed in pay-rolls and other expenses.

Mr. W. H. McDonald, the energetic and progressive manager of the concern, has been the important factor in the success of the business here. Coupled with his thorough knowledge of the ice manufacturing and refrigerating industry, gained through twenty-five years of practical experience, he has plenty of executive and managerial ability, and it is of course through his personal activity and attention to detail that the company maintains its prestige among the business institutions of Greater Oakland.



California Ice Company, Second and Broadway

Standard Soap Company



HE Standard Soap Company is one of the pioneer institutions of the Coast. It was established in 1862 and is now the largest and most completely equipped soap factory west of Kansas City. It is located on the water front of West Berkeley, where it enjoys the finest rail and water shipping facilities.

Owing to the large volume of raw materials received, and finished products shipped, the railroad has established the factory as a special station and maintains a special agent there for the handling of its business. The switching facilities make it possible to place cars at the door of the shipping and receiving departments, or the power plant and glycerine refinery, and loading and discharging are accomplished with the highest efficiency. Convenient driveways are provided for teaming.

The main factory building consists of three stories, with wings for box factory, warehouses and power plant, the total representing a floor space of 125,000 square feet.

Eight mammoth kettles are utilized in the manufacture of soaps, the entire process being under scientific control, a fully equipped laboratory, in charge of competent chemists, being maintained to insure the high standard of uniformity in the products of every department. Automatic machinery for the cutting, pressing, wrapping and packing of

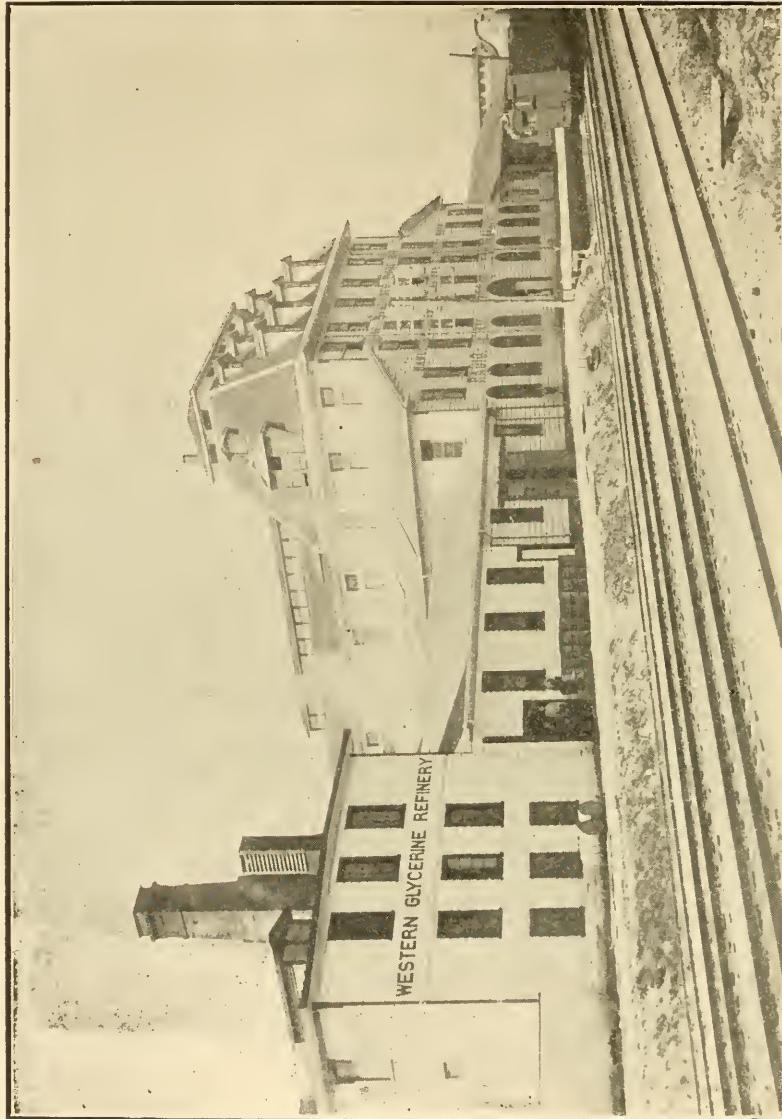
laundry soaps insures the largest output at minimum cost.

In conjunction with the soap factory, and adjoining it, The Standard Soap Company operates the only complete glycerine refinery on the Coast. Here, by the most modern methods of distillation and refining, large quantities of the finished glycerine are produced from the crude materials originating in the soap plant.

The entire institution, including soap factory, warehouses, box factory and glycerine refinery, cover fifteen acres of ground and gives employment to over 100 people.

The products of The Standard Soap Company include everything known to the soap industry—laundry soaps of every description, toilet soaps of every grade, soap powder, chipped soaps, mechanic soaps, liquid soap, sand soap, surgical soap and auto soap. The Standard Soap Company's products are known and distributed over the entire Pacific Coast and sold by every jobber and retailer. To dispose of its large output, The Standard Soap Company maintains a large and effective selling organization, covering every State and county west of the Rockies, and large quantities of soap are exported.

The brands of The Standard Soap Company are steadily increasing in popularity with consumers, owing to their high quality, insured by the use of the best grade materials and the most modern scientific manufacturing methods.



Standard Soap Company's Big Plant in West Berkeley



Entrance to Vineyard, Napa, California

The Theodore Gier Wine Industry



ONE of the most widely known men in Alameda County, is Theodore Gier, founder and president of the Theo. Gier Wine Company, not only because he has built up a great industry during the twenty-five years he has been in business, but for the further reason that he has been one of the most active men in Oakland in "boosting" and advertising his adopted city. He was vice-president and a member of the Executive Committee of the Oakland Exposition in 1897, and has always held an important place in the Oakland Chamber of Commerce. He is also president of the Bank of Germany.

The Gier Wine Company was incorporated a few years ago for \$1,000,000 to meet the exigencies of its increasing business. The company owns and operates five extensive

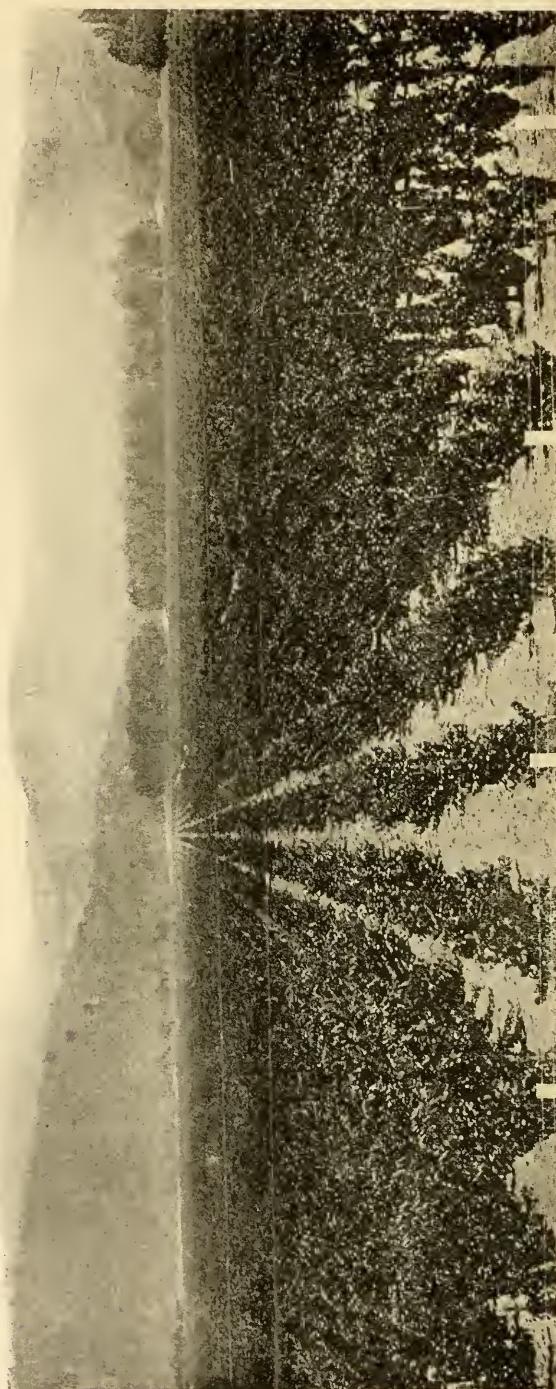
vineyards, aggregating over a thousand acres in Livermore Valley, the Napa Mountains and in St. Helena, with wine cellars capable of storing more than a million gallons at the different vineyards.

The general offices, salesrooms and wine cellar, at 575-77 Eighteenth Street, occupy a floor space of 26,400 square feet. The local wine cellar is one of the most sanitary and best equipped in California. The concern make a most complete variety of wines and dispose of about 300,000 gallons per year. The Giersberger wines are now known all over the United States and have become a standard article.

Some years ago, Mr. Gier contributed a very interesting article on wine culture for "Facts and Figures," which we take pleasure in re-printing as a whole.



Livermore Vineyard, Alameda County, California



Theodore Gier Wine Company's Vineyard in St. Helena



THEODORE GIER
PRESIDENT THEO. GIER WINE COMPANY

WINE CULTURE.

By Theodore Gier,

Viticulturist and Wine Dealer.

In the production of a high quality of wine, two things are absolutely necessary: A proper soil and favorable climate. These are the first requisites. After that comes the judicious selection of vines, and then the most careful manipulation of the product from the time the grape leaves the vine until it has passed through all the various operations of fermentation, blending, ageing and clarifying.

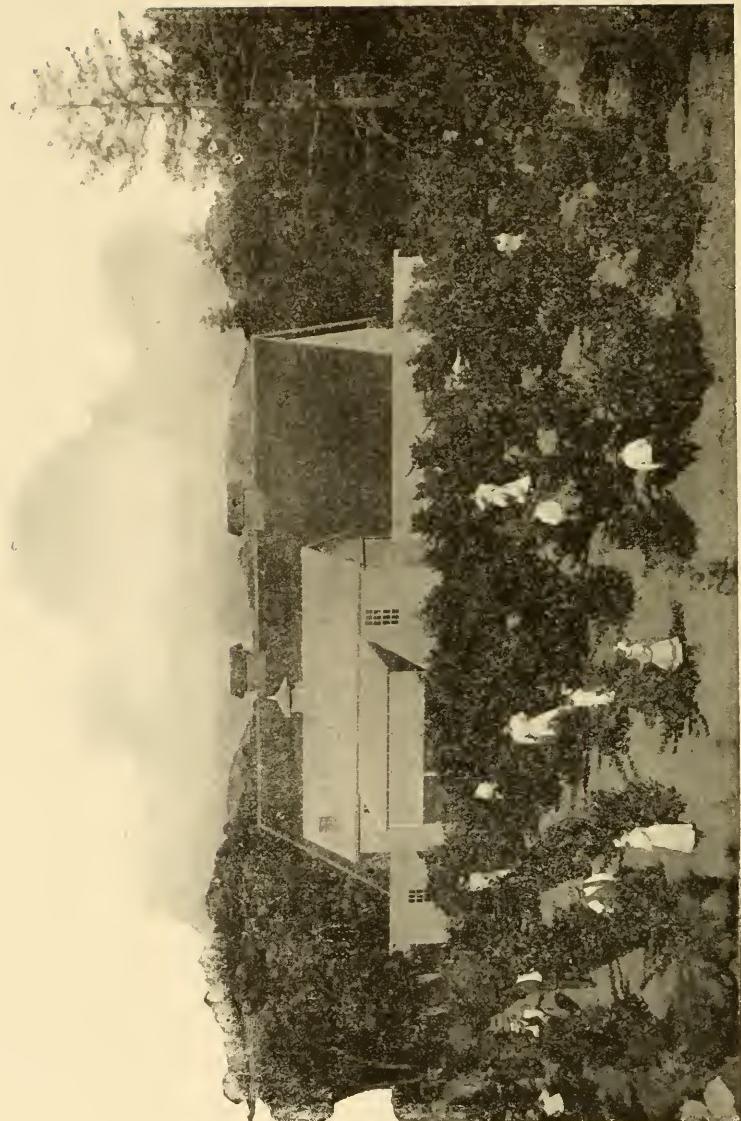
The numerous medals that have been awarded the wines of Alameda County in competition with American as well as foreign wines, both in America and Europe, and the flattering commendations of connoisseurs, have established beyond a doubt the natural fitness of both soil and climate to the production of the highest grades of wines, especially of the Sauterne and Cabernet types. It is with pride that we speak of the numerous medals that were awarded our wines at the Paris Exposition in 1889, and latterly at our

own Columbian Exposition in 1893. The encouragement of our achievements has given the industry renewed impetus and shown possibilities of greater success than was conceived of.

The marvel is not that we should eventually attain superiority, but that we should, in the infancy of our industry reach such a degree of perfection that we can command exceptional notice when in competition with the highest grade of products from the oldest vineyards in the world.

It is a known fact that the older a vineyard is, the better will be the quality of the wine produced. Yet from our young vines and our limited experience we are producing wines that are held in the highest favor by those who have other means of judging quality than by the labels upon the bottles.

It is a sad commentary upon the American wine drinkers that dealers at times, in order to get the higher grades upon the market, have been compelled to sell them under foreign labels. I have known of higher grades of Alameda County wines being sold in the



Picking Grapes During Season, Giersburg Vineyard and Wine Cellar



Storage House of Theodore Gier Wine Company

New York markets at enormous prices under foreign labels. In my opinion the time is not far distant when California will supersede the world in wines, and Alameda County will be in the foreground.

I have been associated with the production of wines the greater portion of my life and have had experience in other parts of the State, but believe Alameda County to have superior advantages both in soil and climate to most any other locality, especially in the production of the French varieties of Sauterne and Cabernet types.

In 1892, in company with two gentlemen from Rhode Island, by the names of Barker and Chesbro, I traveled through Germany and Austria, visiting the leading wineries, inspecting their methods, and studying their wines, with a view of acquiring such information as might be of service in this country, and brought back much valuable knowledge, some of which I have been able to put to practical use; but, on account of the difference of our soil and climate, everything must be modified to suit our conditions. In my vineyard at Livermore I have in bearing about seventy-five acres, and am now adding about thirty acres more.

I have 113 different varieties of grapes in all, many of which are for experimental purposes. Among the above varieties from which my finer grades of wine are produced

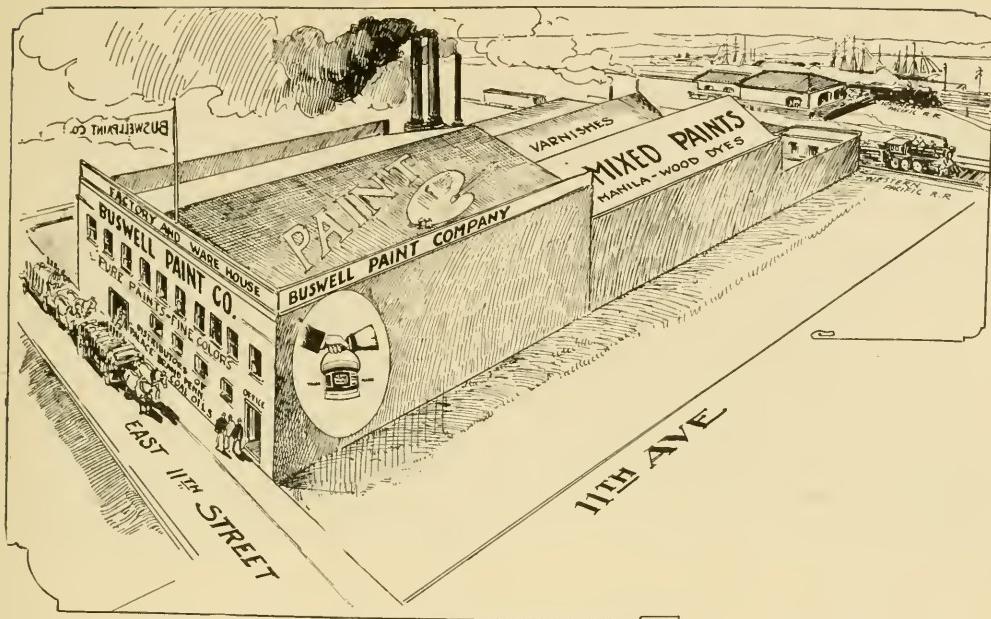
are Cabernet, Sauvignon, Carbenet Franc, Verdot, Petit Sirrah, Sauvignon Blanc, Semillon, Petite Pinot, Petite Bouchet, Folle Blanche, Muscatel du Bordelaise, Mataro and Zinfandel. With two or three exceptions these grapes have been imported from France with a view of producing the Sauterne and Cabernet types, so popular among wine drinkers, and our success has far exceeded our expectations.

There are in Livermore Valley about four thousand acres of producing vines, and the output last year in round numbers was 1,000,000 gallons.

While we may pride ourselves on what we have accomplished, I believe greater success awaits us, but it will only come through diligent and persistent effort. The man who is easily satisfied may be content with the present state of development, but the ambitious man will not rest until he has achieved the greatest possibilities, that come only by undaunted courage and persistent labor. We should not cease our experimenting, but every vineyardist should set apart a portion of his vineyard to be devoted to experimental purposes, and this should receive his closest attention.

It will only be through such methods that we will eventually reach the ultimatum of perfection.





Plant of Buswell Paint Co., Oakland

Buswell Paint Company



ONE of the oldest business institutions in Alameda County is the Buswell Paint Company. The concern was established way back in 1878 by E. G. Buswell, at 864 Broadway, and later moved to Fourth Street; the next move was to its present address. Mr. E. G. Buswell retired from active work about the year 1900 and placed his two sons in full charge of the business.

Mr. John G. Buswell is now the president of the company and E. G. Buswell, Jr., its secretary. These young men have not only maintained the business up to the standard created by their father, but have, through their young energy and progressive ideas, extended and broadened the scope of the institution, until now it is the leading local concern of its kind in Alameda County.

The manufacturing plant of the company is located at Eleventh Avenue and Eleventh Street. It is excellently equipped, with railroad spur tracks and waterfront facilities; it occupies a space one hundred by two hundred feet. Buswell's paints are known everywhere; they have been used in almost every

structure in Oakland of importance, and are not only exported all over the State but are shipped to the Orient and as far away as Australia. The Buswell Paint Company have recently closed a big contract for shipment to Sidney, Australia, and had many contracts with the United States Government to supply paints for army transports during the Spanish-American war.

The Buswell Company manufacture a large and varied line of paints and colors, floor paints, enamels, stains and varnishes, and are agents for "Alabastine," Berry Bros.' varnishes, Pratt & Lambert's varnishes, Murphy's Coach varnishes and John L. Whiting and J. J. Adams Company brushes.

The company disburse about thirty thousand dollars per year in Oakland in pay-rolls and operating expenses.

The Buswell Superior Graphite Paints were accepted and recommended by the architects on the new city hall building under construction, in Oakland, to be used throughout on said building. This is the largest and most important paint contract ever let in Oakland.



Plant of the J. J. Pfister Knitting Co., West Berkeley

J. J. Pfister Knitting Co.

THE J. J. PFISTER KNITTING CO. (incorporated 1889; authorized capital stock \$250,000), which suffered the loss of both its store and factory in the great Fire of 1906, located the latter at Eighth and Parker Streets, West Berkeley, during the reconstruction period, and reopened for business November 15, 1906.

The business was founded in 1877 by Mr. J. J. Pfister. Thirty-four years of activity have seen the change from a plant of one room, 14x14 feet, with three hand-machines, run by Mr. Pfister personally, to a two-story and basement plant 60x150 feet, with a pay-roll including some 110 employees in and out of the factory.

Competent salesmen personally cover all the important cities and towns of the Pacific Slope, while the company's actual selling field extends from New York on the

east to Honolulu on the west, and from Alaska on the north to San Diego and Galveston on the south.

In the light, airy rooms of the factory the company produces an extensive line of knit goods. Pfister quality bathing suits, sweaters and jerseys have been worn by the most prominent Californians in all walks of life. Ruff-neck coats are a specialty, as the company's equipment is the most extensive on the Pacific Coast. Underwear for men and women in silk, wool and lisle, and infant's toques and bonnets in the pineapple and other beautiful stitches are also produced in large quantities.

The leading Oakland, Berkeley and Alameda stores carry Pfister Quality goods and every inhabitant of the three cities is urged to support local industry by demanding Pfister Quality knit goods.



California Cotton Mills, East Oakland, Cal.

California Cotton Mills, East Oakland



AKLAND enjoys the proud distinction of having the only cotton mill west of Chicago, and the big mills at East Oakland have had no small influence on the prosperity of the city. The California Cotton Mills furnish employment to between six and seven hundred people, and as a result of its operations here over three hundred thousand dollars is distributed every year in pay rolls alone. The daily operating expense, not including cost of raw material, is \$2,000, and the company spends on an average of \$3,000 every day for material. When it is considered that a large portion of this money is spent in Oakland, there can be no doubt about the institution being a most important factor in the prosperity of the commonwealth.

The mills occupy twenty or thirty buildings, with six acres of floor space. The main building is about 700 by 400 feet, and is the largest structure for industrial purposes in Alameda County.

The California Cotton Mills manufacture a big variety of goods, including cotton twines, ropes, burlaps, canvas, towels, tablecloths,

comforters, and a large assortment of jute and flax goods. The market for these products extends from British Columbia on the north, to Mexico on the south, and as far east as Salt Lake City. Goods are also exported to the Hawaiian Islands and the Philippines.

The Company was organized in 1883, with John Center and Mr. Beaver as the principal financiers and promoters, and these gentlemen deserve a great deal of credit for successfully launching the big enterprise. The present officers are as follows: Mr. George L. Center, President; Mr. Fred H. Beaver, Vice-President; Mr. J. Y. Miller, Secretary and Treasurer.

Mr. William Rutherford, the Superintendent, hails from Scotland, and is one of the best authorities on the manufacture of cotton products and mill machinery in the country, having had years of practical experience.

Mr. J. R. Miller, the active young Assistant Superintendent, and son of the Treasurer, is rapidly assimilating a practical knowledge of the cotton manufacturing business, and has shown a degree of executive business ability that promises well for his future success.

Sun Milling Company

HE editor takes pleasure in writing about industries that were "born and raised" in Oakland, and this is true of the Sun Milling Company, which began its existence in a very modest way in a little wooden building at Second and Brush Streets about eight years ago.

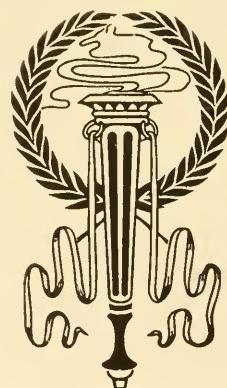
Messrs. L. J. and M. W. Stoddard, the founders of this business, are sons of the late Joel Stoddard, one of the early pioneers of California, who had been in the milling business for forty-five years in Yuba, Santa Rosa, Lake Counties, and San Francisco, California, and although the sons have had to make their own way in the world, their father taught them about all there was to know about the milling business.

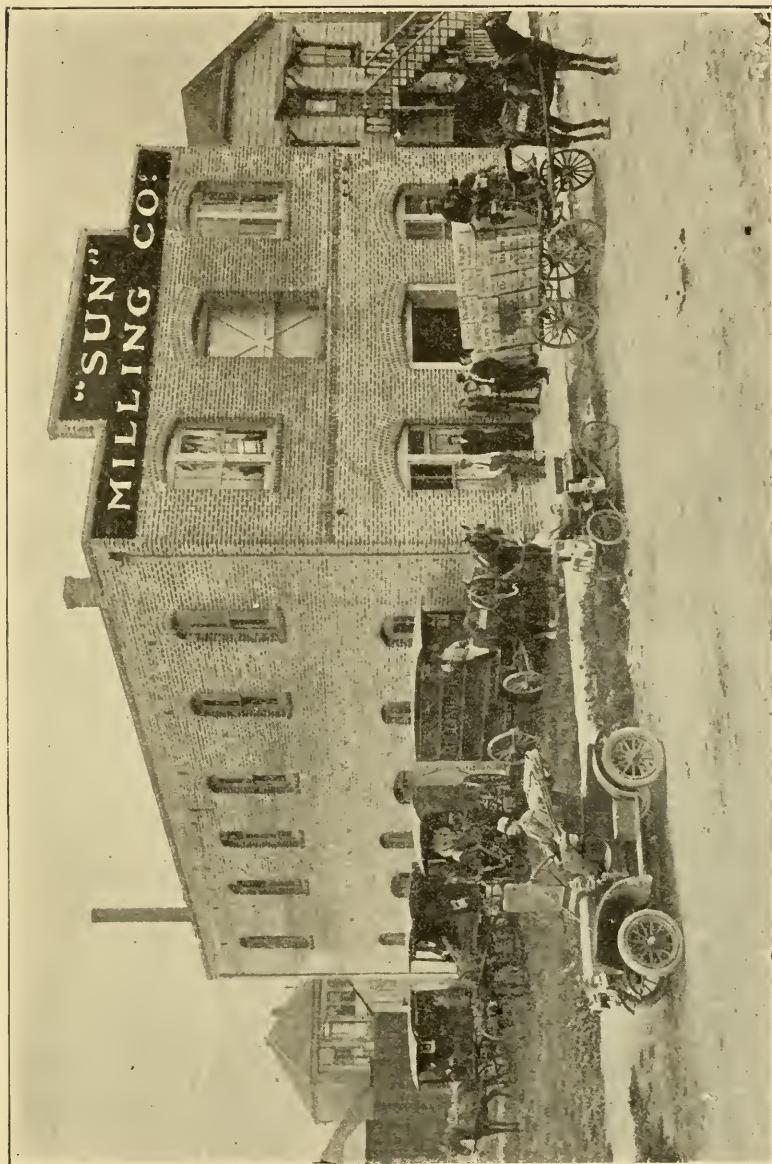
Coupled with their practical knowledge of the business, these gentlemen have a goodly degree of enterprise and energy and have

successfully introduced the new breakfast foods, "Wheatro" and "Nutro," which food products possess real merit and are now recognized as standard articles.

The business in these breakfast foods has developed so rapidly that last January the concern was compelled to move to larger quarters, and now own and occupy one of the best equipped plants in the State of California. The building is solidly constructed of brick, two stories in height, having a total floor space of nearly 7,000 feet. The new structure has excellent light, ventilation, and is absolutely sanitary and clean in every department. The building is constructed so that another story may be added when necessary.

The Sun Milling Company deserves the support and encouragement of every consumer who believes in good food, and in building up Oakland's industries.





Sun Milling Co. Plant, Third and Lewis Streets

Golden West Brewing Company

When the new plant of the Golden West Brewing Company is completed, at Seventh and Kirkham Streets, this concern will have one of the finest institutions of its kind on the Pacific Coast.

The plant will occupy one whole square block, with a frontage of 175 feet on Seventh Street and 376 feet on Kirkham Street, and will be equipped with the latest machinery and improvements in both the brewing and bottling departments.

The company will brew both steam and lager beer, and expect to extend the business of the concern broadly after the new plant is in operation. It will have a capacity of a two hundred and fifty barrel kettle per day. The business furnishes employment to two hundred and fifty men at the present time, which will be greatly augmented as soon as improvements are completed.

The new building has a concrete foundation and will be six stories in height on the Seventh-street corner; the upper stories will be constructed of a rich cream colored brick, with steel frame, and altogether will be one of the handsomest structures for industrial purposes in the city.

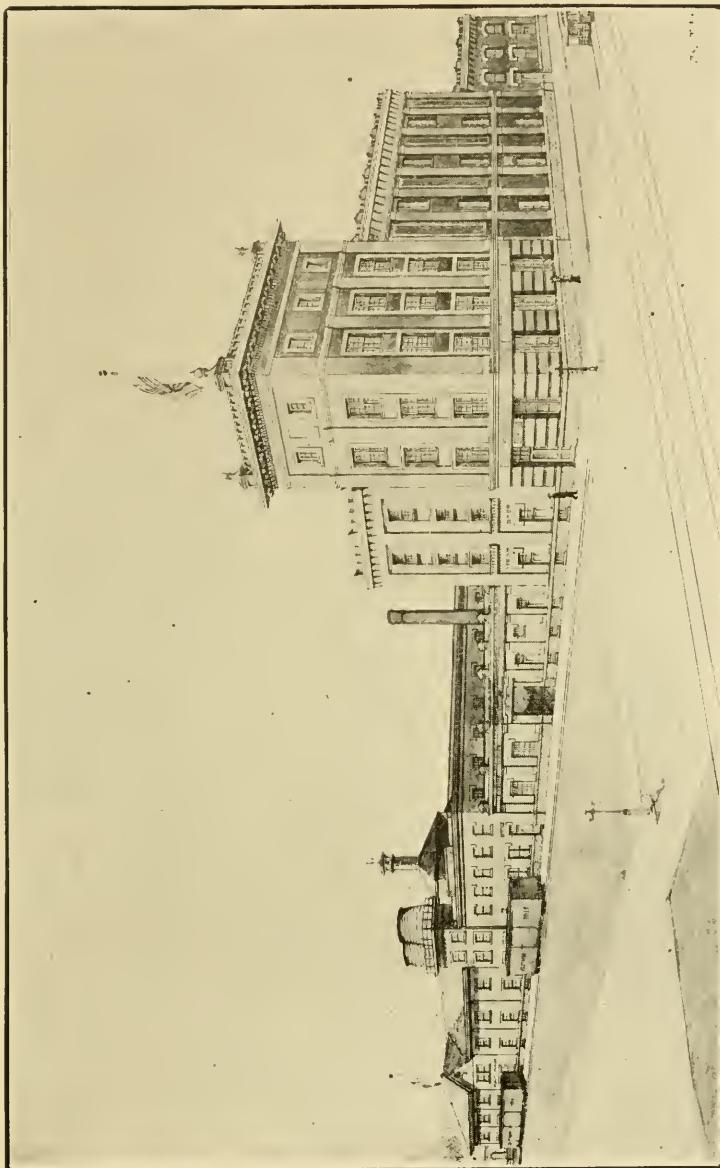
The Golden West Brewing Company's

output covers nearly every part of Alameda County, controlling the Raspiller Brewery, the Palace Brewery, the Haywards Brewery, the Anchor and the Washington Brewery, the consolidated interests representing a large amount of capital.

It is expected that the new brewery will be completed in about six months time, and when completed will certainly be as up-to-date and as complete as any similar concern on the Pacific Coast. The company will have its own spur railroad track direct to its doors, with water transportation near by, and the shipping facilities will be well nigh perfect.

The plant has its own water supply, having drilled two wells, from which plenty of water of excellent quality is obtained. As the quality of water is a big factor in the making of beer, there is no reason why the concern, with its new equipment, should not be able to meet all competition in putting an excellent beer on the market.

The officers of the company are: Mr. George J. White, president; Mr. Joseph Raspiller, vice-president; Mr. Joseph Kramm, secretary, and Mr. Charles W. Heyer, treasurer.



Extensive New Plant of the Golden West Brewing Co., at 7th and Kirkham

Studebaker Bros. Co.

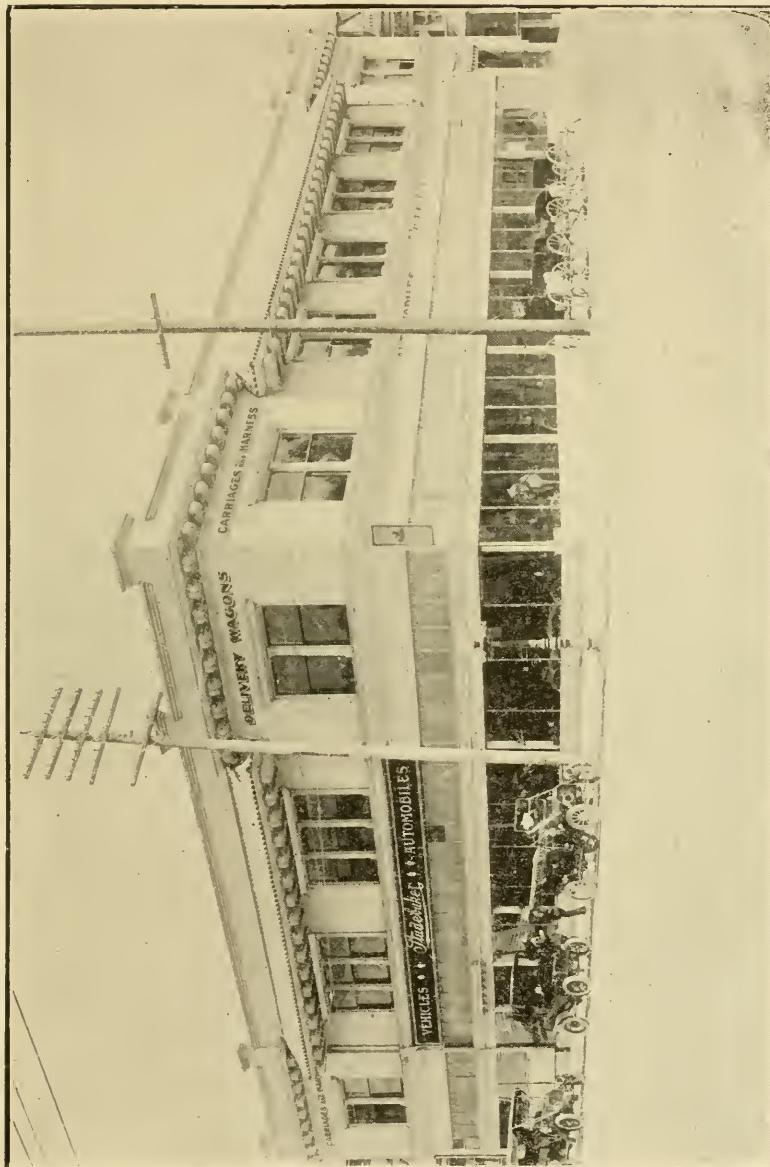
Studebaker Bros. Co. of California, Oakland Branch, is operated under the following officers: Frederick S. Fish, president, South Bend, Indiana; Chester N. Weaver, vice-president and general manager, San Francisco, and Harvey L. Burchell as manager of the local branch.

This branch was established in November, 1909, after due deliberation of the importance of the field, both from the automobile and vehicle standpoint. Even with the largest plant of its kind on the coast, the business demand of this field made the local establishment a necessity. The present location is in a two-story building, on the corner of Twelfth and Jackson Streets, Twelfth Street being known as "automobile row," with a floor space of 22,000 square feet. Both floors are well lighted, making a beautiful show room for automobiles, vehicles and accessories, and the various lines handled relative thereto.

Studebaker Bros. enjoy the distinction of being the largest house of this kind in the city of Oakland, and it ranks well in magnitude with the other houses of this kind on the coast. It carries at all times a \$75,000 stock, complete in assortment and quality. It takes a force of twenty-five people to handle the large flow of business that goes forth from this establishment from day to day. The demand for automobiles always far exceeds the

available supply. The fifty-two years of successful business of Studebaker Bros. Company is known the world over for honesty of quality and fair dealing. The policy of this branch has been especially strong along these lines.

The growth of Oakland indicates that the present building is going to be inadequate for the volume of business handled, sooner than was anticipated. This branch is operated under an Automobile Department, which vigorously pushes before the public the E-M-F 30 and the Flanders 20. The season will close with approximately 250 more cars on the streets of Oakland. A capably managed Accessory Department caters to the users of these cars, and in fact to users of all cars, with a complete stock of supplies pertaining to the automobile trade. Back of the Automobile and Accessory Department is first-class Service Department, which is always ready to make the many customers happy, in the speedy relief of their difficulties. The Vehicle Department is by no means in the background, for, notwithstanding the increased price of horse flesh, the demand for horse-drawn vehicles is still of considerable magnitude. Studebaker Bros.' quality along vehicle lines can't help but appeal to the public, and the Easterner coming to the West never goes wrong in dealing with a house so widely known.



Studebaker's Fine Oakland Sales Rooms and Offices, 12th and Jackson Streets



H. L. BURCHELL
MANAGER STUDEBAKER BROS. COMPANY, OAKLAND

Mr. Harvey L. Burchell, the young manager of Studebaker Bros.' Oakland branch, is a production of the "Golden State" by birth and training. He has been identified with the wagon industry during most of his business career, and, according to the laws of evolution, the automobile business following so naturally where the vehicle business terminates, it is not at all surprising that he should be found prominently identified with the former.

The Studebaker Bros.' Company are to be congratulated in having Mr. Burchell in charge of the Oakland office, because it was under his plastic hand and executive ability that the Oakland business has

grown to such large proportions. Mr. Burchell impressed the interviewer at once, as a "live-wire" and a hard worker, and when there is any knotty business problem to untangle, or a job requiring a few hours' extra work at night, we feel sure that Mr. Burchell would wade right in and get the thing done. As he says himself, "It's better to wear out than rust out."

In discussing Oakland's future, Mr. Burchell has great confidence in the city's rapid growth and commercial importance, and believes that it will soon take its place among the "big cities" of the nation.

Ransome-Crummey Company



ALTHOUGH the editors have no official information on the subject, we believe it can be safely said that the firm of Ransome-Crummey Company are the largest and busiest contractors in Oakland, and maybe on the Pacific Coast.



Ransome-Crummey Co.

The firm, although maintaining offices in Sacramento, San Francisco and San Jose, is a thoroughly Oakland concern and has always maintained headquarters in this city since it was established in 1900, the present general offices being located in the Union Savings Bank Building.

If there is any grading job, street or construction work too big for the Ransome-Crummey Company to handle we don't know what it is. They built the Columbia Theater in San Francisco, the Hotel Sacramento and several other first-class structures. They

built the Ocean Shore Railroad and constructed what is known as the Foothill Boulevard in Alameda County. They also built the road from Sacramento to Folsom, and laid the asphalt pavement on Broadway, Oakland. The firm is doing all the paving or reconstruction work on the Southern Pacific tracks in Berkeley, as well as similar work on the Oakland Traction lines from Oakland to Hayward. They are also doing all the paving work for the Street Railway Company of San Jose.

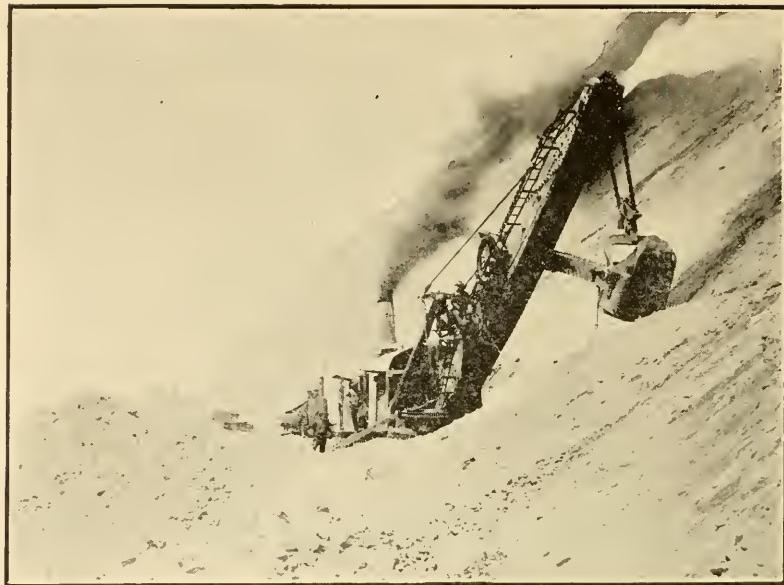
The concern has quarries at San Pedro Point, on the line of the Ocean Shore Railroad, Leona Heights and in the Merced Canyon at Exchequer.

The reason that the firm of Ransome-Crummey Company get most of the big contracts is not through any "pull" or favoritism, but because they are better equipped than anyone else to do this class of work, enabling them to bid lower, and because the quality of their work in past performances has been of a high standard.

The concern has large yards and warehouses at Twenty-sixth and Poplar Streets and has invested thousands of dollars in modern equipment, consisting of steam shovels, locomotive cranes, heavy steam rollers, asphalt plant, etc.

The Ransome-Crummey Company furnishes employment to about five hundred men on an average, and the payroll amounts to about \$40,000 every month, which adds materially to Oakland's prosperity.

We venture to state that there is no contracting firm on the Pacific Coast that is in a better position to handle big business than the Ransome-Crummey Company of Oakland.



Steam Shovel at Work, Ocean Shore Road. Ransome-Crummey Construction Co.



Stable Yard and Warehouse, 26th and Poplar Sts.



Ransome-Crummey Co. at West Oakland



Gang at Work Grading for Ocean Shore Road. Ransome-Crummey Co.



Work on Sacramento and Folsom Road. Ransome-Crummey Co.

Pacific Freight and Transportation Co.



NE of the most progressive and largest concerns of its kind in Alameda County is the Pacific Freight and Transportation Company, whose big warehouse and yards are located on the waterfront at the foot of Webster Street.

The business was established about five years ago, and under the able management of its hustling and progressive President, Mr. Walter R. Rideout, it has steadily grown to its present proportions. In 1910 Mr. Rideout established the trans-bay shipping end of the business, and the company is now in a position to handle the biggest contracts for the transportation of freight between San Francisco and Oakland, Alameda and Berkeley.

The concern operates three freight boats, the "Alviso," 150 tons; the "Trilby," 100 tons and the "Juliette," 400 tons. About a year ago, following out its policy of doing everything possible to increase the efficiency of its SERVICE, the company inaugurated the use of auto-trucks for deliveries, and up to date have purchased six of these big trucks, which means the investment of nearly \$30,000 for autos alone.

The company gives employment to some seventy-two men, and the annual pay roll amounts to \$51,200, which adds materially to the general prosperity of Oakland. The concern transfer from 150 to 175 tons of freight per day, doing more business than all the rest of the transfer companies combined. The warehouse, which is situated directly on the water front, with excellent shipping facilities, is 350 feet long by 75 feet wide. In addition to the auto-truck service, the company operate about fifteen teams.

The company practically control the trans-bay freighting business, doing all the work of the Pacific Hardware Company, Dunham, Carrigan & Hayden, Lally & Co., Holbrook, Merrill & Stetson, Haas Bros., N. O. Nelson, Whittier-Coburn & Co., Bass-Huetter Paint Company, N. R. Nason, Sher-

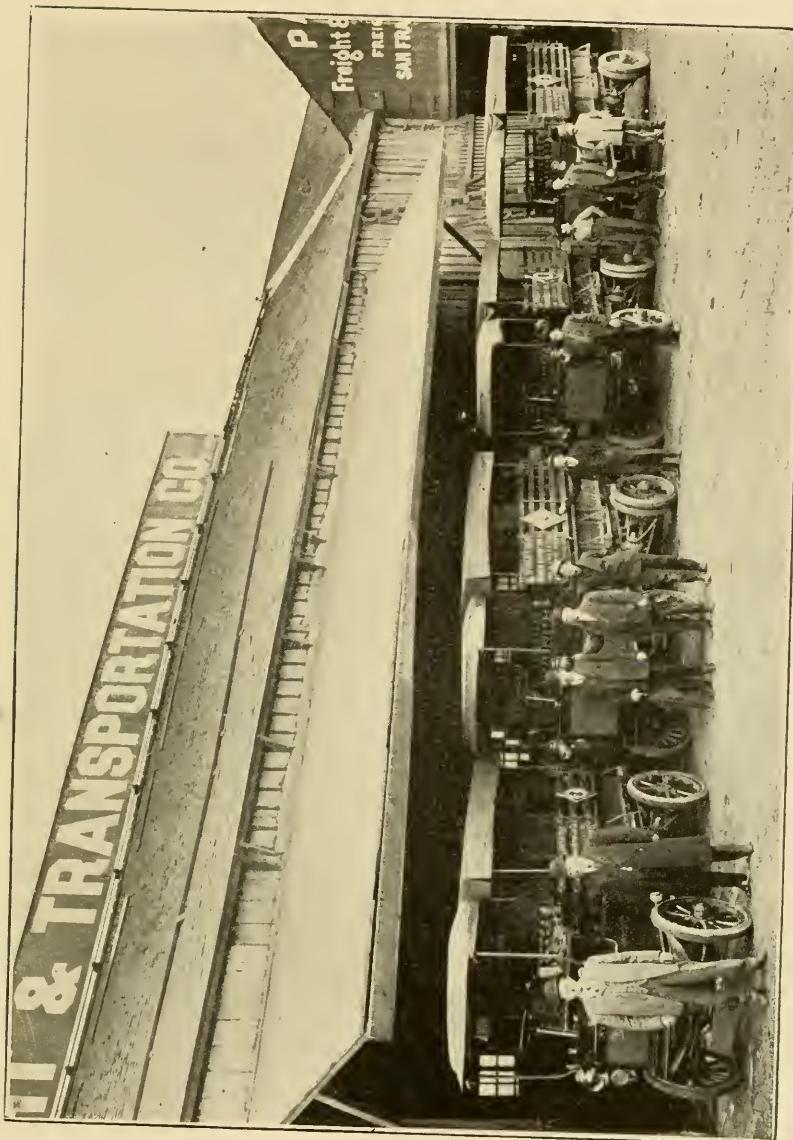
win-Williams Co., Wellman-Peck Co., J. H. Newbauer, Sussman-Wormser Co., Tillmann & Bendel, L. T. Snow, M. Getz, Getz Bros., Hooper & Jennings, A. P. Hotaling, Italian-Swiss Colony Wine Co., and hundreds of others.

Mr. Walter R. Rideout, the congenial head of this concern, is one of the best known and most popular business men in the



WALTER R. RIDEOUT

city. He is a product of California soil, born in 1867 and is typically Western in his ideas. He is a man of generous proportions and big ideas. While shrewd and energetic in business matters, all those who know him find in him a good fellow, generous to a fault and a staunch friend. Mr. E. P. Harris, broadly and favorably known in Oakland, is the Secretary of the company.



Pacific Freight and Transportation Co.

Raymond Boyd

Advertising Director, 245 Bacon Building

AS ADVERTISING plays a most important part in the advancement and upbuilding of a community, it is essential that the leading advertising agency of Alameda County be given a place in this book.

Oakland is attracting world-wide attention because she advertises—because her national publicity has been directed by trained advertising experts of ability and experience.

Raymond Boyd, whose photograph serves to illustrate this article, has directed a number of the largest publicity and promotion campaigns in this section of the State. He has been identified with a strong list of local concerns and has shaped the advertising policy, both local and national, of several manufacturers and merchants with marked success.

Mr. Boyd has been actively engaged in advertising and promotion work for over ten years, coming to Oakland from San Francisco, where for three years he directed the promotion department of Varney & Green, one of the largest concerns devoted to outdoor advertising. Over three years ago Mr. Boyd joined forces with the Honig Advertising Service of San Francisco, taking charge of the copy and rate departments.

Since locating in Oakland he has assumed control of some of the leading local advertising accounts, building up a flourishing business by his experience, ability and personal attention to every account he handles.

Mr. Boyd is a hustler and a booster; he takes an active interest in all matters pertaining to civic betterment and is one of the most energetic members of the Prog-

ress and Prosperity Committee of the Oakland Chamber of Commerce.

He holds no brief for any special medium of advertising, but gives his services direct to his clients. His advertising counsel and advice is characterized by simple honesty and absolute frankness. He knows the



RAYMOND BOYD
PUBLICITY EXPERT

markets—knows trade conditions and—he knows advertising.

His address is 245 Bacon Building. Phone, Oakland 1208.

Martin W. Riehl

Attorney and President Vienna Cafe, Inc.



HE editors gladly concede an important place in this volume to Mr. Martin W. Riehl, a member of the California Bar, and a man active in several business interests of Oakland.

Mr. Riehl is a product of California soil, born in Gilroy, Santa Clara County, California. He is the son of Adam Riehl, a member of the Legislature of the State of California for several years, and one of the best known men of Santa Clara County. The elder Riehl has amassed a fortune, through intelligent investments during his long career in California, and is still living in San Jose, enjoying perfect health, at the ripe age of 80. In the early days he was engaged in the brewing and malting business, and enjoys the distinction of having established one of the first breweries in the State.

Martin Riehl received his early education in the public schools of San Jose, and later entered St. Mary's College in Oakland, graduating in 1890. After his graduation, he decided to take up the law as a profession, and entered the law offices of Mr. S. S. Leib, of San Jose, completing his studies under Joseph D. Redding, of San Francisco. His adaptability and ready grasp of the intricacies of law is shown when it is stated that he passed a creditable examination and was admitted to the bar at the age of twenty-one.

He began active practice in the offices of Garber, Boalt & Bishop, the well known attorneys, and pleaded several important criminal cases, one of the most prominent being the case of Thomas Flannelly, for the murder of his father and Sheriff McAvoy, whom he defended. This case was well handled by Mr. Riehl, and was finally taken to the Supreme Court of the United States. The case was tried under Chief Justice Beatty and

a final conviction was secured, three for acquittal and four for conviction, after two and one-half years in the various courts.

Some years ago Mr. Riehl saw an opportunity in Oakland for a liquor business conducted according to his own ideals; he is a veritable crank about good liquor, and insists that he has the only absolute straight liquor house in the world. He has given a great deal of study to the subject of distillation, and the interviewer learned a good deal regarding this industry during a chat with him. Quoting from an authority on whiskey, Mr. Riehl said:

"The sick are going to have alcohol in some of the shapes in which it is drunk, and a matter of the first importance is that liquors administered to them be genuine and good. The possibility or the probability of their not obtaining those has not generally been considered by the doctors as it should have been. The physician orders good whiskey and leaves it to the patients' attendants to find it as they may. Some may possess the facility or the knowledge necessary to get genuine liquors, but the vast majority, even among the intelligent, do not."

"The American whiskey market has been greatly demoralized in recent years by the too common introduction and too general recognition of blended goods. Everything not strictly 'straight' and guaranteed by government stamp and copyrighted trademark is known as 'blend,' which implies merely a combination of two or more brands of straight goods producing something embodying the general character of the several goods combined. So far blending may not deserve condemnation, but such is not the blending in common use. The goods sold as such are more frequently dangerous compounds, having



MARTIN W. RIEHL,
ATTORNEY AND PRESIDENT OF VIENNA CAFE, INC.

inferior spirits for their base, which, freely watered for reduction of proof, flavored, colored and otherwise doctored, become the standby of many saloons. Such goods are often put upon the market by recognized wholesale dealers, who excuse themselves by pleading the practice of some distillers in jumping over their heads and supplying the retail trade direct. 'And now,' they say, 'shall we blame the middleman for consulting the law of self-preservation?' As things have been, he could find no profit in straight goods, and no man wants to do business at a loss.

"The average retailer doesn't concern himself about the amount of corn the spirit distillers are mashing, nor does he mind paying more for spirits and water than for eight-year-old sour-mash, if the price per wine gallon is not too high, and provided the salesman 'blows' himself every time he calls for an order. This thing of ordering up drinks is the great argument with the average retailer, and therefore the man whose goods offer him a big margin of profit is the man best armed for the fight in this fertile field.

"Is it any wonder, therefore, that the wholesale dealers take to 'blends,' especially as their customers expect salesmen to spend a lot of money, demand a lot of time in which to pay accounts, and have a habit of going out of business and of failing and of giving chattel mortgages to brewers that is calculated to destroy the peace of mind and uproot the prosperity of all those who sell them goods on a close margin?

"But all this is outside the purpose. I merely desire to show how legitimate whiskey is made, as has been done, referring to this modern and pernicious evil of so-called 'blending,' simply to show that 'all is not gold that glitters'—or at least that all is not whiskey that is placed before the customer at the average bar."

So then, it is according to these standards that Mr. Riehl conducts the Vienna Cafe, at 967 Broadway, Oakland. The fact that whiskey does not ripen until eight years in the wood, and Mr. Riehl has twenty-four barrels of the very best brands, the age of which is from eight to twenty-two years, and that it is drawn right out of the barrel in front of the customer, would preclude anything else being sold to them but the very purest of alcoholic drinks, which the medical profession invariably prescribes, thereby offering to the people of Oakland something which no other city in the world has, and a boon to Oakland's citizens and her visitors. Mr. Riehl has always made it a policy to make no additional charge for the pure goods, so there is no excuse for Oaklanders to drink inferior whiskey. The Vienna Cafe is conducted on a clean and legitimate basis, is handsomely fitted up with leather upholstered divans, which might be called "council chambers" and altogether is a credit to the city. It is intended as a retreat for gentlemen, and nothing bordering on the boisterous is tolerated.

Mr. Riehl gives considerable of his time to the management of the business, and his personality and congeniality are big assets. He has many friends, because he is a good friend himself, and as a result of all these several features, the cafe enjoys the patronage of the best people in the city.

As soon as his business interests will allow it, Mr. Riehl expects to resume the practice of the law in Oakland, and no doubt will be heard from in the near future in the legal profession.

Mr. Riehl's marriage to Miss Blondnetta Cron, a daughter of A. B. Cron, a capitalist of Minnesota, occurred in Alameda on November 17, 1899. He has one daughter, Miss Ralphi, aged ten.

Sommarstrom Bros.

Building Contractors



OMMARSTROM BROS., the contracting firm, composed of M. F. and Edward Sommarstrom, two active and thorough young builders of Oakland, is rapidly coming to the front as one of the busiest and most reliable contracting firms in Alameda County.

The firm was established some six years ago, with headquarters at 1127 Magnolia Street, and through conscientious work, keeping all agreements and promises to the letter, and exceptional adaptability in designing and construction work, these young men have built up a large and well established business.

They have built over one hundred buildings in Oakland and have won a wide reputation for building honestly. Their work has been so satisfactory that a large portion of it has come to them without solicitation.

Among the buildings built and designed by them may be mentioned flats and stores

on Poplar Street, flats and stores on Sixteenth and Linden Streets, a 60x90 brick building on Fifty-fourth and Grove Streets, a sixteen-room fraternity house on the south side of Dwight Way, between Hille-gass and Benvenue Avenues, and a number of residences and flats in different parts of the city.

At present they are engaged in the construction of a residence for Mr. McKinlay, of the McKinlay-Perkins Co., and eight flats on Tenth and Chestnut Streets, and a residence on Arimo Avenue for Mrs. S. E. Woods, a residence for C. H. Williamson on El Camino Real, residence for Mr. Otto Johnson on Lawton Avenue, residence for Mr. John Nelson, located on McMillan Avenue, also an artistic three-story plastered apartment house on Alice and Sixteenth Streets.

Judging from the present outlook, the firm of Sommarstrom Bros. is destined to become one of the most important concerns of its kind on this side of the bay.

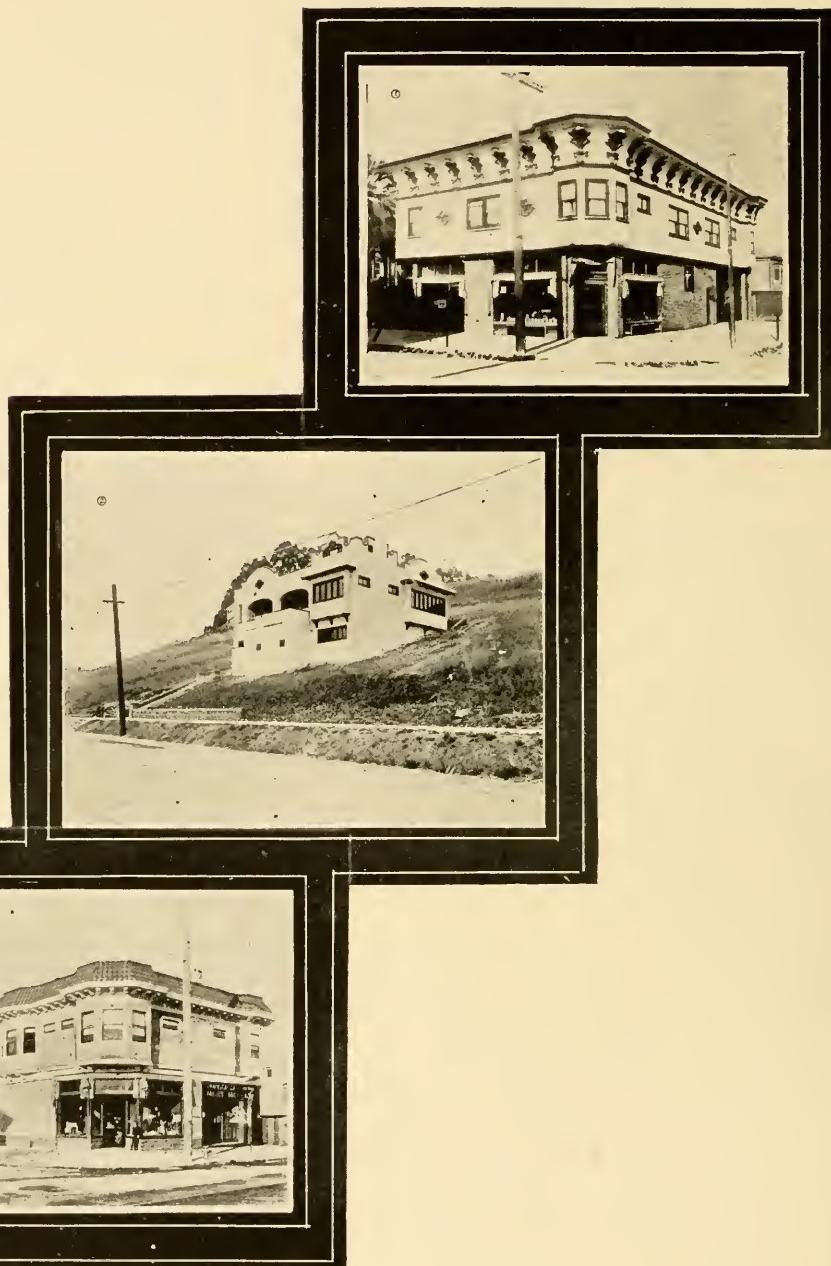




M. F. SOMMARSTROM



EDWARD SOMMARSTROM



Some Buildings Designed and Constructed by Sommarstrom Bros., Contractors

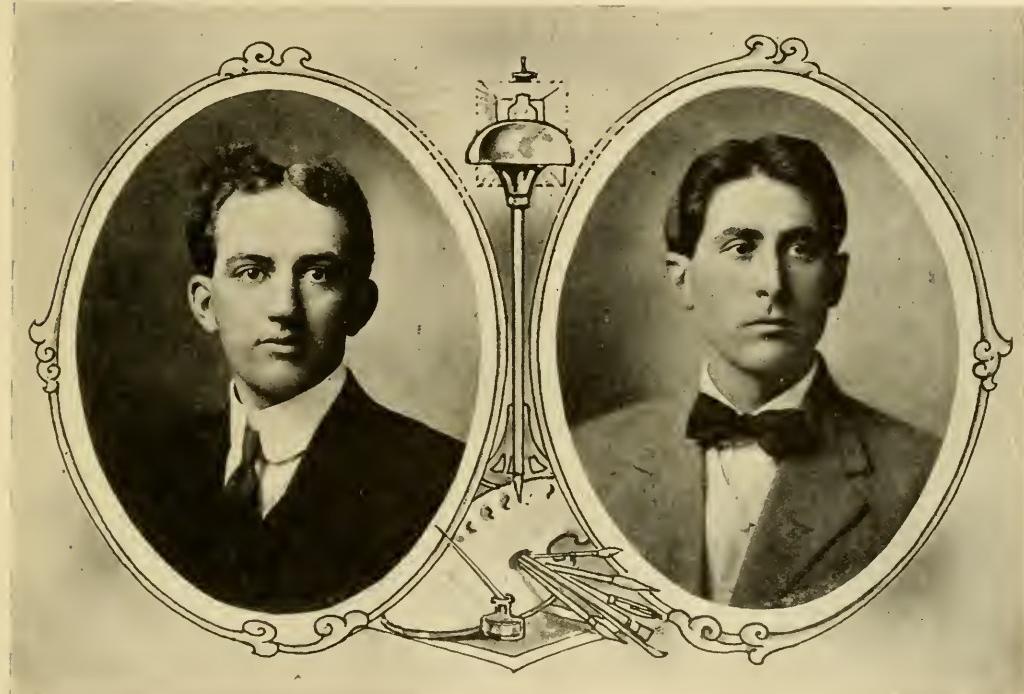
Standard Photo Engraving Company



NE of the younger business concerns of Oakland that is growing rapidly, and is even getting business away from some of its San Francisco competitors, is the Standard Photo Engrav-

Standard Photo Engraving Company was established.

It has always been the policy of the concern to give to its numerous customers clean-cut, artistic work, and it is largely through their conscientious endeavors in



T. E. WHITMORE

E. C. SIQUEIRA

ing Company, whose plant is located at 3201 E. 17th Street, Oakland.

Messrs. T. E. Whitmore and E. C. Siqueira, the partners of the concern, are both active and capable young men in their line of work, and have been associated together since 1908, at which time the

this respect, and their willingness to correct anything not just right, that their business has grown rapidly, and they have retained the patronage of every customer.

The business has now developed to such an extent that a larger plant is required, and the firm has recently purchased the

equipment of Lemos Brothers, who have been established for eight years in Oakland, and who have given up their engraving plant to devote all their time to meet the increasing demand for their art work. Pedro J. Lemos is now giving his total attention to Art instruction, having been appointed Instructor of Decorative Design at the San Francisco Institute of Art (formerly Mark Hopkins). With its new equipment and improved quarters, the Standard Photo Engraving Company will be the second largest institution of its kind in Alameda County.

The concern has done, and is doing, considerable work for the Oakland Chamber

of Commerce, and various periodicals published in San Francisco. The most recent contract of the concern was the making of all the half-tone engravings for this publication, "Greater Oakland 1911."

Before this volume goes to press, the Standard Photo Engraving Company will have been installed in its new home, at 824 Athens Avenue, just off San Pablo, between 24th and 25th Streets, and plans to extend its business broadly; it will be able to meet any and all competition both as to price and quality of work done, and the concern gives every promise of growing to large proportions.



California Pickle and Sauce Company



NE of the representative concerns in its line of industry, is the California Pickle & Sauce Company, whose well equipped plant is located at 619 to 625 Myrtle Street.

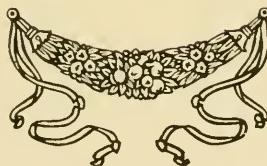
The proprietors of the business, Messrs. Helmond & Deppe, have, through long experience and careful study and experiment, been able to put on the market a class of goods equal to the best produced anywhere on the Pacific Coast. As a result they have developed a big and permanent trade with grocers, restaurants and hotels of the best sort.

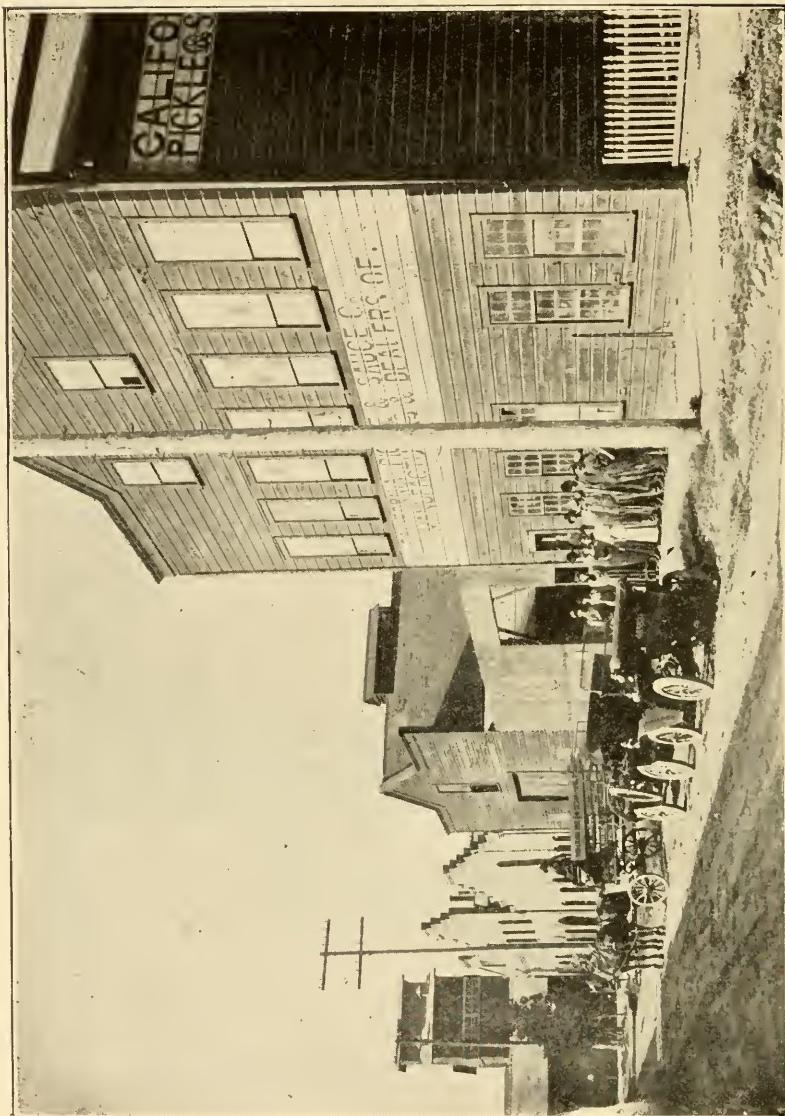
An inspection of the plant will reveal a clean and sanitary condition in every department. The products used in the making of

pickles, preserves, relishes, etc., are selected with utmost care, and it has never been the policy of this concern to economize in expenditures in purchasing the raw material. This company's product was awarded the diploma at the State Agricultural Fair held in Sacramento in 1907.

The California Pickle & Sauce Company is a purely Oakland concern and deserves the support it is receiving from the consumers of this city, not only on account of the merit of its goods, but because it is a home industry and gives employment to local people.

The company pays out quite a few thousands of dollars every year in this city to employes and other various expenses, which is steadily increasing as the business grows.





Plant of the California Pickle and Sauce Company

Doak Gas Engine Company

Manufacturers of Gas Engines



NE of the industrial institutions whose presence in Oakland adds materially to the activity and prosperity of the city is the Doak Gas Engine Company, whose big manufacturing plant is located at Fourth and Madison Streets.

The Doak Gas Engine was designed and invented by the late John E. Doak in 1892. While he was associated with Henshaw, Bulkley & Company, of San Francisco, he formed a partnership with Mr. William Letts Oliver under the name of the Doak Gas Engine Company, which has since been incorporated with William Letts Oliver as president; Mr. Frederick W. Hall, vice-president, and R. L. Jennings, secretary and treasurer.

Although the company maintains sales offices in the Sheldon Building, San Francisco, it is purely an Oakland enterprise and all the manufacturing and shipping is done from this city.

The concern has installed some notable plants, among which are the Winnemucca Electric Light & Power Works, Water & Light Plant, at Elko, Nevada; the Leona Chemical Company's big power plant, and the Municipal Pumping Plant, on the shores of Lake Merritt.

The Doak Company has also installed pumping plants for fire protection, etc., in Turlock, Colusa, Yuba City, and Madera.

As the citizens of Oakland will surely be interested in its high pressure fire fighting system, and as the Doak Gas Engine plays a most important part in this system, we are reprinting as a whole an article from the "Engineering Record" of July 23, 1910, entitled:

OAKLAND'S HIGH PRESSURE FIRE FIGHTING SYSTEM.

A salt-water, high-pressure fire protection system recently has been placed in operation in the central business district of Oakland, Cal. The system is designed as an auxiliary to the present fire-fighting facilities, in a restricted area in which the number of fire streams required is greater than is demanded in the surrounding sections of the city. The pumping plant of the system supplies these additional streams, and the design provides that as the restricted area increases the salt-water mains may be extended. Hose streams are taken directly from hydrants on the high-pressure mains, so that no steamers are required. Dependence for a supply for fighting ordinary fires is placed on the existing fresh-water system of mains, and the salt-water pumping plant stands idle, except when called on in emergencies. Damage to the contents of a building by salt water thus is avoided in all except large fires.

The pumping plant is in a park on the shore of Lake Merritt, a body of salt water connected with San Francisco Bay, and is at a distance of about $1\frac{1}{4}$ miles from the center of the area in which the mains of the salt-water system have been laid. Including the force main leading to the edge of that area, 12,000 feet of mains are in service, protection thus being provided to 60 blocks of business property. The contract has been awarded for an additional 5,340 feet of mains, including a fire-boat connection on the water front, and the scheme for the system contemplates that mains eventually will cover an area of $1\frac{1}{2}$



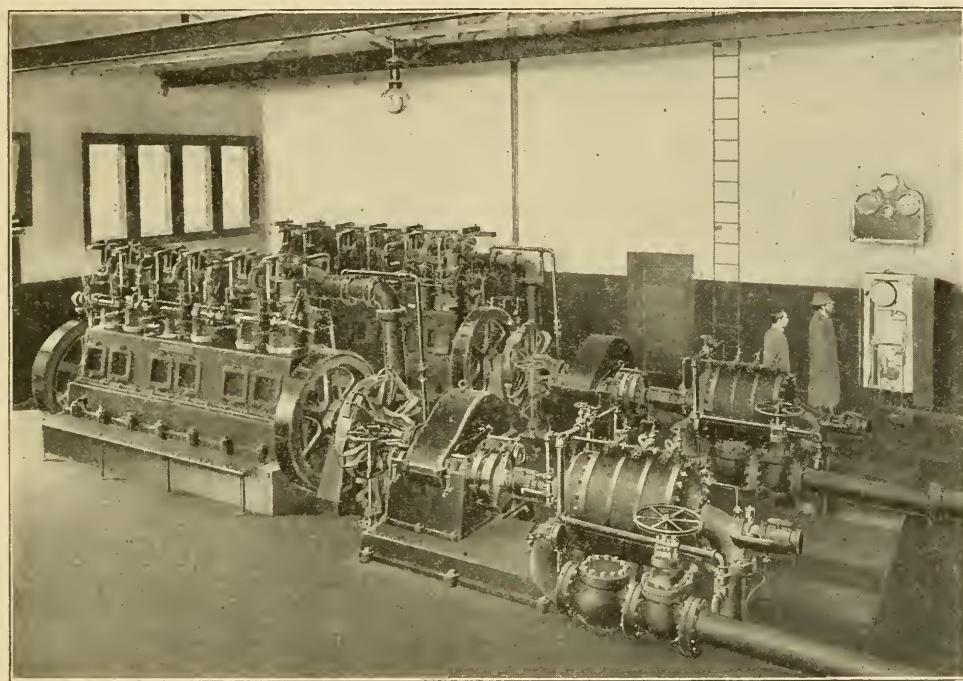
Plant of the Doak Gas Engine Company, Fourth and Madison Streets, Oakland, California

square miles. This area is shown by an accompanying map, on which the mains already completed and those now under contract also are indicated.

The mechanical equipment of the pumping plant embraces two 250-horsepower gas engines, each connected to a four-stage turbine pump. The two units are capable of delivering ten fire streams of 200 gallons per minute each, against pressure of 200 pounds per square inch. The specifications required that within two minutes of the time an alarm is given, five of the streams

which will be used as a spare unit, or to increase the capacity of the plant 50 per cent during a conflagration. In the design of the pumping plant and the arrangement of the distribution mains, the suggestions of the engineers of the Board of Underwriters of the Pacific were followed.

Four sources of power were considered for the pumping plant: electric motors, steam-driven plant, gas engines running on gas from street mains, and gas engines operating on distillate, which is a substitute for gasoline. As a result of the in-



Main Units in the Oakland Pumping Station

should be delivered and the additional five within two minutes of the call on the station. These requirements have been reduced by actual service so that one pump is placed in operation in thirty seconds and the second within two minutes. Recent tests showed that two pumps delivered 2,400 gallons per minute through 250 feet of hose in the center of the business area with 80 pounds nozzle pressure. The pressure on the mains at the pumps is 200 pounds per square inch. The plans contemplate an additional engine and pump,

vestigations that were made, the following conclusions were reached as being factors which governed the use of each type of power under the local conditions:

Electric motors would depend on an overhead system of wires for power transmission, and such a system would be in great danger of failure during a fire or an earthquake. The use of motors also would make the fire protection system dependent on a private enterprise for power, the entire load of which would have to be supplied at very short notice. If this load was

drawn from general distribution systems, the supply of current might be weak or entirely cut off when needed. On the other hand, if the necessary machinery to furnish the current required on call had to be installed, the owners would look to the city for enough income to defray the expense of providing and maintaining it. The Board of Fire Underwriters protested vigorously against the use of electric motors under these conditions.

A steam-driven plant would cost approximately the same as the gas engine instal-

and auxiliary machinery, since at least one boiler would have to be kept under fire at all times, while the gas engine plant stands idle with no loss.

Gas engines operating on gas from the street mains are dependent on a private enterprise for fuel. They also must draw their supply from the general distribution system, with its chances of lack of pressure and of failure in case of earthquakes or fire.

Gas engines running on distillate have an independent source of power, since a



Pumping Station near Lake Merritt

lation. Although the cost of the operation of the former would be slightly higher than that of the latter, the ultimate cost was considered the same. The building to house the plant had to be an ornamental structure adapted in design to the park and residential surroundings, and there could be nothing about the plant that would be objectionable in a park. A steam plant would have required a larger building than has been built, a tall chimney and the hauling and storage of considerable fuel oil. There would likewise be a considerable deterioration of the boilers

storage capacity of fuel sufficient for 24 hours' run at full load of the plant is provided. In selecting the equipment installed, the designers also held that gas engines have reached such a high degree of perfection that they are now considered as reliable a source of power as steam engines. The several large fire-fighting plants using gas engines that are in successful operation were cited to show the results obtained in service with equipment of this type.

A number of conditions influenced the selection of the type of pump installed.

The first of these was the distance from the plant to the point where the water is used, and the lack of direct and rapid communication between these points under all conditions. Another was the necessity of pumping salt water which may contain foreign matter. The final governing factor was the desire to secure a pump that was simple in construction and operation.

The multi-stage turbine pump was held to be nearly ideal for the conditions involved and for the service required, owing to its simplicity and the fact that it is started by the application of power, without requiring the manipulation of by-pass or other valves. This type of pump will also handle without injury the dirty salt water supply that is available. The pumps may be started when a call on the station is made and run at full speed without water being drawn from the hydrants, although the maximum pressure will be maintained on the system. The water then may be drawn as needed until the full capacity of the pump is reached, and the maximum pressure maintained meanwhile. In fact, with the design developed the pumps maintain the pressure on the distribution system the same as it would be kept up by an elevated tank or reservoir.

The pumping station, which is also a park building, is a one-story reinforced-concrete structure, 64 by 80 feet in plan and 17 feet high to the eaves line, which is treated architecturally to harmonize with its surroundings. The exterior walls were given a plaster finish. The roof is of the low, Spanish type, with a covering of red tile on steel trusses. The ground around the building was graded to bring the latter naturally into the landscape, the effect secured being particularly satisfactory. The interior of the building also is finished in keeping with the exterior treatment.

The building is divided into five rooms, one, 46x46.5 feet in plan, that contains the mechanical equipment, an engineer's room, a storeroom, and two public toilet rooms, with a 16-foot porch on both sides. The arrangement of the main units and auxiliaries is shown in one of the accompanying drawings. The pump of each main unit draws water from a separate screen chamber in a section well under the floor of the room. This well is built to provide for

the installation of a third unit and is connected with the adjacent lake by means of a 4x4-foot concrete conduit extending 20 feet offshore into 10 feet of water. The suction pipe of each pump is provided with a double-flap foot valve designed to hold a pressure of 250 pounds to the square inch. The discharge of both pumps has an 8-inch connection to a 14-inch force main laid on the floor at the end of the room and over the suction well. Each of these connections is provided with a check valve, which prevents the return of water to the pump in case the latter goes out of commission suddenly. Beyond this check valve is a gate valve provided to permit the pump to be cut off when desired, without interfering with the operation of the other unit.

The two 250-horsepower gas engines were designed and built by the Doak Gas Engine Company, Oakland and San Francisco, as a part of the contract for the installation of the entire mechanical equipment. They are duplicate machines, both being of the vertical, single-acting, six-cylinder, four-cycle type, with make and break ignition. Each of the engine cylinders has three separate sources of current for ignition purposes; two sets of Edison primary batteries and a storage battery that is charged by means of a generator. A float-feed vaporizer is provided on each engine for the distillate. The latter is pumped to a 50-gallon auxiliary supply tank for each engine, these tanks being elevated at the end of the room. The main supply from which the elevated auxiliary tanks are filled and from which the engines are supplied regularly is in a 1,700-gallon tank placed underground outside of the building. The auxiliary fuel supply, therefore, is by gravity, with a sufficient head to insure its delivery if the fuel pumps on the engines fail. The cylinders of the engines are built separate and are water-jacketed for cooling. Water is circulated through the jackets by a centrifugal pump direct-connected to the shaft of the engine. This pump draws a supply from the suction well and discharges back into the lake. The supply also can be obtained from the fresh-water mains or the large pumps directly.

The engines are arranged to be started

with compressed air. Two air-storage tanks, each of sufficient capacity to start one of the engines twice, are provided. Air is delivered to these tanks by means of a duplicate set of air compressors, each direct-connected to a four-cycle 7½-horse-power Doak gas engine. The air in the tanks is maintained at 150 pounds pressure by the compressor, which is manually controlled by the operators in charge of the station.

The pumps are of the horizontal, four-stage, turbine type, built by the Krogh Manufacturing Company, San Francisco. The shaft of each is geared to the shaft of its engine, the speed of the engines being 285 and the pumps 1,140 revolutions per minute. A friction clutch is provided on the engine shaft so the engine may be started and brought up to speed before the pump is thrown in. The driving gear in each case is of cast steel and the driven gear is wrought steel in one piece with the shaft. The gear shaft is attached to the pump shaft with a split coupling keyed to both shafts. The gear shafts run in ring-oiling babbitted bearings enclosed in a tight cast-iron case fitted with stuffing boxes.

The rated efficiency of the pumps is 60 per cent under full load. Their efficiency also is required to be such that at any rate of discharge against the adopted pressure of 200 pounds to the square inch the load on the engine does not exceed the rated amount for the respective discharge. Final tests showed a pump efficiency of 66 per cent.

Each engine is equipped with a throttle governor fitted with a controller by means of which the speed is regulated. Levers and quadrants also are brought to one point from which the whole engine is controlled. The operator can watch the pump of the unit while standing at the point to which these levers and quadrants are brought, and with a couple of steps can reach the clutch on the drive shaft of the unit.

A pressure of 50 pounds per square inch is maintained on the mains at all times by an accumulator in the pumping station. This accumulator is 3 feet in diameter and 10 feet high and is made tight for air and

water under a pressure of 100 pounds per square inch. It is connected with the 14-inch discharge force main by a 2-inch pipe fitted with a gate and check valve, both of which are built for salt-water and 250 pounds pressure. The accumulator also is equipped with a 2-inch pressure relief valve designed to release at 100 pounds. Water for maintaining the pressure on the accumulator is delivered by a 3x4-inch triplex single-acting power pump that is brass fitted throughout. This pump is geared to a single-phase, 208-volt, 60-cycle, 2-horsepower Wagner motor, designed to start on full current and with full load on the pump. The latter and its motor are mounted on a cast-iron base and are connected by a double-reduction cut gearing, the motor pinion being of rawhide. The motor is arranged to start automatically by means of a controller which comes into action when the accumulator falls below 40 pounds pressure and is thrown out when the pressure reaches 50 pounds to the square inch. The air compressor also is connected to the top of the accumulator, in order that the pressure from the air storage tanks may be used to maintain the required pressure on the mains.

The distribution mains of the high-pressure system are laid as a gridiron, with cross connections arranged so any one length of them may be cut off without affecting the balance of the system. The protected area is girdled by 12 and 14-inch mains with 10-inch cross lines connecting them. The mains are not only of such size as to give ample capacity, but also to allow for incrustations from the salt-water without decreasing the capacity of the system to any serious extent. Bell and spigot cast-iron pipe, made according to standard specifications for material and methods of casting, was used. The bells are somewhat deeper than in ordinary practice and the thickness of the shell is increased slightly over the standard for the various sizes employed. This increase in thickness is sufficient to allow considerable loss of iron by corrosion, without weakening the pipe too much to withstand the pressure to which it is subjected. The sections of pipe were coated with coal-tar pitch varnish, fluxed with sufficient oil to make it

tough and tenacious when cold, but not brittle nor with a tendency to scale. After the coating hardened, the straight sections of pipe were subjected to a hydrostatic pressure of 400 pounds to the square inch and hammered while under this pressure.

The valves by means of which the mains are divided into sections are in brick manholes having cast-iron tops and covers. They are of extra weight and are designed for the high-pressure salt-water service, under a working head of 225 pounds to the square inch. They have cast-iron bodies, with bell connections, except for special lengths. Their double gates are independently adjustable and are arranged so the central pressure is removed entirely and the disks freed from their seats before being raised. All working parts of the valves, including the entire gate disk and all contact surfaces, are of bronze of a special composition selected to resist wear and corrosion by salt or brackish water, the wedging surface on the spreader being of harder bronze than those on the disks. The upper end of the spreader nuts and the inner surface of the top of the valve case are finished to a close fit when the valve is fully open, in order that only slight leakage occurs when the stuffing box is repacked without shutting down the valves.

A flush hydrant is placed at every street intersection in the area protected by the high-pressure mains. The hydrants are each in a concrete manhole built at one side of the main and below the surface of the street, a location being selected in each case as near the center of the street intersection as possible. This type of hydrant was chosen because any possibility of damage to a hydrant by a wagon or other vehicle striking it was eliminated. These hydrants also avoid the difficulty occasionally experienced with the usual type of post hydrant, placed behind the curb at the corners of a street intersection, being rendered unsafe for use during a fire in an adjoining building. The hydrant manholes each have a cast-iron cover so that any part of the hydrant may be repaired or replaced without disturbing the surface of the street. The cover also is of such design that two men can lift

it with ease. The fact that no frost occurs in Oakland, of course, should be borne in mind, since this condition permitted the employment of a hydrant of this type.

Each hydrant has a manifold of 8-inch pipe which is connected inside of the manhole to the main. A valve on this connection is provided with a hand wheel in the manhole, placed where it can be reached and operated readily. The quarter-turn on which the manifold is mounted is carried by a cast-iron chair anchored to the bottom of the manhole. The blank flanges on the ends of the manifold also are both fastened to brackets embedded in the sides of the manhole. Five 3-inch hose connections are attached to the manifold by means of flanges. Each connection is provided with a gate valve so it may be operated independently. The manifold not only permits a quite satisfactory arrangement of these connections, but also reduces the loss by friction in the hydrants to a minimum.

On each hydrant is a 4-inch connection, by means of which standpipes for buildings can be supplied through a pipe laid underground and provided at the hydrants with a gate valve. These standpipes have hose connections at the sidewalk which are left open for use with fire engines and fresh water. The connection with the high-pressure system is made at the base of the standpipe, so the one above it can be left open without interference. Since the hydrants are ordinarily only 280 feet apart on the mains, it was considered better to make the standpipe connections at them, where they are readily found, rather than along the main between the hydrant.

No connections to the high-pressure mains are provided for automatic sprinkler systems, since the latter are supplied to best advantage from the fresh-water system of mains for several reasons. In the first place, the automatic sprinkler system is most valuable in stopping fires before much damage is done to other than the contents of the building, and fresh water causes less damage from this source than does salt water. The automatic sprinklers frequently become operative before the alarm of fire is given, in which case the salt-water system would not give an ef-

fective pressure nor enough water until after the alarm had been sounded.

The total cost of the high-pressure fire protection system, embracing the pumping plant and the 12,000 feet of mains that were laid under the first contract, was \$95,000. This amount included approximately \$4,500 for the replacement of pavements in the streets in which the main had to be laid. The cost of the pumping station building also was somewhat higher than would ordinarily be incurred under most conditions, amounting to a total of \$23,000. The contract for the entire mechanical

equipment amounted to \$28,000 and included all of the apparatus in the station.

The high-pressure fire protection system was designed and installed under the direction of Mr. F. C. Turner, city engineer of Oakland, Cal. Mr. P. F. Brown, assistant city engineer, was directly in charge of the design and installation and was assisted by Mr. Charles S. Allardt, consulting mechanical engineer, who made the comparative study of the various classes of power available and prepared the specifications governing the mechanical details of the equipment of the pumping station.



American Rubber Mfg. Company



HE American Rubber Manufacturing Company, whose well equipped plant is located at Park Avenue and Watt Street, brings its share of prosperity and activity to the city, and is an important acquisition to the already large list of Oakland industrial enterprises.

While the salesrooms are located at 9 and 11 Beale Street, San Francisco, all the manufacturing, shipping and heavy work is done in the Oakland factory. The company manufactures a complete line of belting, rubber and cotton hose, dredger sleeves, packing, mats and matting, tubing, molded goods, valves, springs, washers, rubber-covered rolls, etc.

The company manufactures belts for every purpose, including power transmission, rock and coal conveyors, cement and hot clinker conveyors, axle lightning and high-speed polishing or emery belts. The brands of belting are the well-known "Crackerjack," "Bonanza," "Yosemite," "Torpedo," and "Invisible Friction Surface." The Water Hose is known by similar brands. The company makes a specialty of oil suction hose. It is of special construction, and will stand enormous pressure both for suction and discharge, and yet is light in weight and extremely flexible, so that it is not dragged to pieces by its own weight. It is made from specially prepared

oil resisting compounds, which are oil resisting and suitable for refined as well as crude oils.

The company also manufactures corrugated tender hose for connection between locomotive and tender, as well as acid hose, cotton, rubber lined fire hose and cotton rubber lined mill hose for fire protection.

In addition to the above, the concern carries a big line of roll coverings, and has many compounds to meet the special requirements of the purpose intended. One of the important reasons for their success in this line, is that they guarantee their coverings never to work loose from the core. This work includes rolls for bean sorting, laundries, paper mills, press copying, seeding prunes, seeding raisins, cotton mills, woolen mills, tanneries, etc.

The American Rubber Manufacturing Company also makes rubber mats and matting, corrugated stair treads, perforated mats, molded door mats, cuspidor mats, and carries in stock a complete line of brass fittings, couplings and fire hose pipes.

The business of the concern is growing rapidly, and they expect soon to have larger quarters to meet the requirements of the increased output. The officers are Mr. A. Borland, President; Mr. Allen Knight, Vice-President; Mr. H. G. Norton, Treasurer, and Mr. W. E. Griffith, Secretary.

Western Casket Company

The building occupied by this company, at Thirteenth and Madison Streets, Oakland, was erected for the purpose intended with all the conveniences for handling and shipping. The building is 250x100 feet and three stories in height.

This company manufactures and sells to the undertakers only, caskets, couches, burial robes for men, women and children, and job hardware made for this special line of business, steel burial vaults, bronze and steel caskets, and everything an undertaker requires.

In the sewing department, five or six women are employed making burial robes, trimmings for the inside of caskets and couches, also slumber robes, door badges, etc. Electric power is used for running the machines.

On the second floor is the woodworking machinery, also run by electric power. Here are machines that cut to proper shape all the woodwork necessary in the business. In this department men are

putting together these intricate parts and form the caskets and couches ready for the trimming department to complete.

The top floor is occupied by the trimming department. In this department are men of long experience in the work of trimming. It requires great care and knowledge of this special work in order to turn out a good casket, and particularly so on couch work that requires the delicate touch to have it exactly right in every respect.

This company has built up a large business in the past five years on high-class supplies for the undertakers. Their salesmen travel the territory from Seattle to San Diego, Arizona and Nevada.

The lumber used is redwood, chestnut, and oak principally, and about 580,000 feet are used annually.

The present officers of the company are: W. H. Antes, president; W. T. Phipps, vice-president; F. J. Mayhew, secretary and manager.

Capwell's New Store



S the public will soon be able to see for themselves what a magnificent store Mr. H. C. Capwell is going to give the City of Oakland, the editors will not attempt to give a detailed account of it here.

We may state, however, that we know of no building, which for general design and adaptability for the purpose intended, that will surpass the new home of H. C. Capwell & Company now in the course of construction at Fourteenth and Clay Streets.

The building is to have a full frontage of two hundred and seven feet on Clay Street and one hundred and thirty feet on Fourteenth Street, with the same on Fifteenth Street; the structure will be provided with three entrances on all of the three streets.

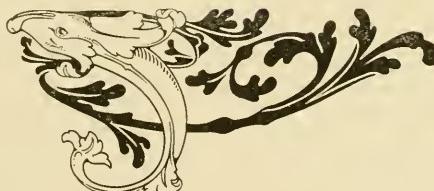
We venture to predict that the ladies of Oakland will find as much pleasure in shopping at Capwell's as in any of the big stores in Chicago or New York. There will be many beautiful things to see, with some features entirely new.

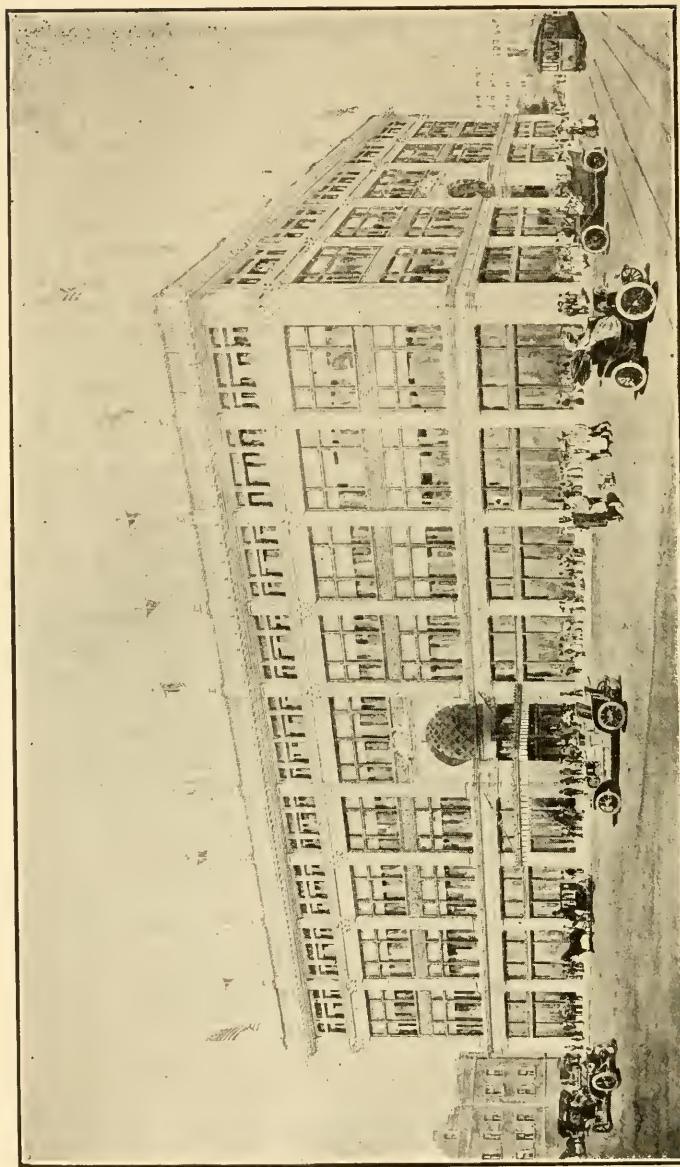
First there will be a magnificent roof

garden on top of the building, with real growing plants, vines and flowers of many descriptions, with large windows capable of being thrown open wide in clement weather; then there will be a beautiful walk, fully protected, along the outer roof, where may be obtained a magnificent view of the bay and surrounding hills. Another innovation will be the play room for children with a matron in charge. Also a spacious ladies' reception room with every facility for the comfort of tired shoppers. On the top of the building will be found a well equipped dining-room capable of seating 300 people.

Then there will be the well appointed auditorium, with a stage, which may be utilized for art exhibitions, doll shows, womens' meetings or similar functions. An escalator or moving stairway between the first and second floors will save wearied shoppers the effort of climbing stairs, or the inconvenience of crowded elevators.

It must be conceded that Mr. Capwell is doing his share in putting Oakland in the "big city" class.





Capwell's New Building, Fourteenth and Clay Streets, Now Nearing Completion



Taft & Pennoyer's Elegant Store, Fourteenth and Clay Streets

Taft & Pennoyer's Temple of Fashion



NE of Oakland's up-to-date stores is the fine establishment of Taft & Pennoyer in that beautiful building on Clay Street, between Fourteenth and Fifteenth, which they have been occupying the last three years. Valued with the ground on which it stands at one million dollars, it has a frontage of an entire block on Clay Street, a total length of over two hundred feet, with a height of three stories.

And this magnificent store, one in which the people of Oakland should have a distinct pride as a most valuable addition to the city's edifices, represents the most modern

building and improvements possible in such an establishment. Finished not quite three years ago, the store building has every comfort and convenience of the finest Eastern stores and some of the luxuries as well, all conducted in such a way that to shop there is a distinct pleasure. This is because the gracious and kindly spirit of the proprietors permeates the entire establishment and gives to the whole store an atmosphere of comfort and at-homeness almost never found in such a place. True, these proprietors are now an incorporation, but with the original owner of the store, Henry C. Taft, still the controlling factor and dominating personality.

Established Thirty-six Years.

Thirty-six years ago Mr. Taft opened his first store in Oakland on the site where for thirty-three years of the store's life it continued to remain, Fourteenth and Broadway. At first the establishment occupied only one of the several stores in the block, but grew gradually until over two-thirds of the entire building was devoted to the needs of the concern. For the first five years of its existence it was conducted solely by Mr. Taft, but in 1880 Albert A. Pennoyer was taken into the firm as a partner and the firm became the well known one of Taft & Pennoyer, the trade-mark of all that is best in business. Mr. Pennoyer's death occurred on April 3, 1908, and at present the personnel of the company is Henry C. Taft, president; Robert S. Phelps, vice-president and treasurer; J. Maxwell Taft, secretary and advertising manager, and Charles G. Monroe, general manager.

Store of Many Charms.

A trip through the various parts of the store is certainly a distinct pleasure, comprising as it does the sight of so many things which are lovely, displayed in such an attractive way. One of the greatest charms of the display is the fact that the goods are not cramped for room but there is such an abundance of space that everything can be seen to the best advantage. Not only that, but the building opening on three streets, and that by great panel windows set close together, has an abundance of light such as is not found in one store in a hundred; in fact Mr. Taft, Sr., says that he knows of only one store in the country, one in Pittsburg, where more light is to be had. In addition, the system of artificial lighting is a singularly complete one, for instead of a few lights scattered here and there over the ceiling one is placed every few feet, so that each floor has dozens of lights, making the illumination uniform over the entire floor. Still another method of getting a cool, light, airy effect is by having the walls, columns and much of the woodwork white or ivory in color. This with fixtures of brass and much of the woodwork in cherry and mahogany-finished wood gives a most pleasing effect, touched up here and there with grass-green carpeting.

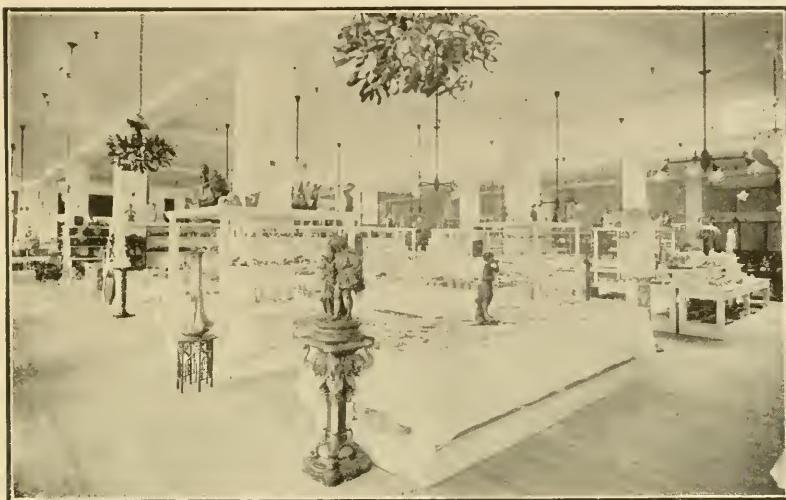
Elaborate Displays.

This woodwork in counters and shelvings serves as an admirable background for the various displays of fabrics in which the store is rich. For example, on the ground floor are all the various dress fabrics in a great variety of beautiful designs. Naturally, stress is being laid just at present on the summer fabrics of which the store has some charming patterns. There are, for instance, some most attractive ones in Shantungs, especially in the favorite combination this season of black and white. In these the majority of fabrics show stripes, but on the other hand the pongeens, which have never seemed more attractive than this year, are polka-dotted or have some small figure scattered over their surfaces. One showed an old-fashioned "palm leaf" design of blue, the pattern best known as Persian today, against the background of tan. Still another had polka-dots about half as large as a dime in diameter of several colors combined, which is a favorite device in all sorts of things this season. It is the influence of the Oriental in their blendings of many gorgeous colors which is being so strongly felt at present. Another striking evidence of this is in the prints, of which French voile is very popular. Here color runs riot and once more the Persian pattern is prominently seen.

Toilet Accessories.

Upon this same lower floor is one department singularly strong, eclipsing those in any of the San Francisco stores. That is in the matter of accessories to the toilet, so vastly important to the general effect, the feature upon which the French women spend so much time and thought and thereby achieve that air of being chic, which is the despair of all other women. This year the Irish crochet jabots are not so greatly in vogue as a year ago, although being still shown in most attractive varieties. One of the novelties of the season is a little bow for the neck, the points of which are ornamented with hand-painted flowers.

Another department which makes a more restricted appeal, but one none the less potent, is that of automobile accessories. Such comforts as they are turning out these days!



Art and China Department



Cloak and Suit Department

Little trunks and lunch-boxes to be put on the running-board, with most attractive of all, a compartment box to fit inside the extra tire on the running board and made to contain every possible convenience for roadside luncheons. Clothes for automobiling, too, with the necessary gauntlet gloves, caps, etc., are to be found in abundance.

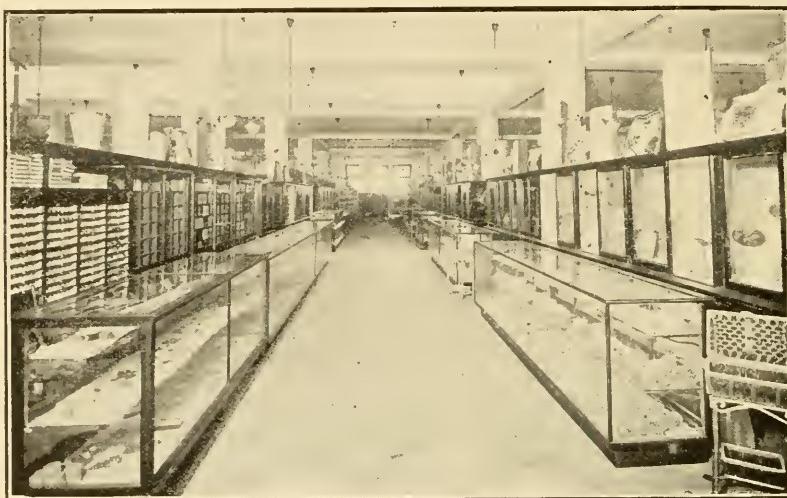
Latest in Ribbons.

Still another most interesting display is that made of ribbons, where there is one novelty which is certain to interest the shoppers. That is a ribbon such as was popular years ago, a black satin background with bouquets

and the millinery department, under the supervision of Miss Caroline Jones. Mrs. Gibbs arrived in Oakland recently after a buying expedition in the East, when more charming gowns were added to those already included in the stock.

Chat on Fashions.

In this connection a little chat with Mr. Taft, Jr., disclosed some interesting things in regard to the fashions favored by American women. It was apropos of the "harem" skirt, the "Jupe culotte," as the French call it. Mr. Taft thinks this fashion simply a fad which will die in a very few weeks—a



Jewelry and Art Department

of vari-colored flowers set at regular intervals over it. Just where such ribbons could be used is a problem, for it is so very peculiar, but with the great return to favor of the sash there will probably not be opportunities lacking. This department is kept particularly up to date, because the buyer of these things, Frank Bush, goes to Europe every year in search of all that is new and attractive. Mr. Bush is also the buyer for the jewelry, leather, parasol and several other departments, all of which reflect this same up-to-dateness and attractiveness.

On the second floor the major portion of the building is devoted to the suit department, of which Mrs. M. B. Gibbs is the head,

fad put forth by the extreme designers of Paris and worn only by the actresses and demi-mondaines, who are paid to appear in these gowns. Such is the custom of introducing fashions in Paris in the hope that Americans will adopt the fashion, as they only too often do, particularly those of the "nouveau riche." Mr. Taft thinks the "hobble skirt" was introduced in the same way, as an experiment, one which resulted successfully, yet was not worn in its extreme form by those who really have reputations for genius in costuming. For instance, Mr. Taft returned from Europe on the same vessel with Mrs. Alva Willing Astor, society woman and beauty of London and New York, di-

vorced wife of Colonel John Jacob Astor. It was just at the time when the "hobble" was so tremendously in vogue, yet she had not adopted the fashion except in a most modified form. In the same way, while the general effect of the "harem skirt" will probably endure for a time through an arrangement of draperies, it is not worthy of consideration in its present form.

Simplicity Is Vogue.

In gowns on display at the present time, naturally summer fabrics predominate, and the heavily elaborate is not to be seen. The

rather long in the handles and some of them elaborately ornamented. One of the most attractive, though, is a white silk spotted with black velvet polka-dots whipped onto the cover with the buttonhole stitch, repeating once more the combination of black and white. Still another variation is seen in a cover of black silk with a lining of white China silk.

Employees' Rest-Room.

These are only a few of the beautiful things to be seen in the store; in fact, there have been so many it has been a difficult task



Notions and Leather Department

evening gowns are simple, in effect if not in construction, in fact it is the simulated simplicity which is so much in vogue these days. Gone, for the moment at least, are the times of elaboration, of ruffles and frills and fur-below. The hobble skirt did that for us at least, gave us the simple straighter skirt and the shorter, plainer jacket.

In the same way we owe to it the smaller hats in vogue at the moment, the trim black and white straws fitting close to the head and simply ornamented, of which the store has some very charming models. And since these hats are small, we must have parasols,

to select so few for comment. Nor is it possible to refrain from speaking again of the atmosphere of the store which is doubtless due largely to the attitude of the proprietors to their employes, as well as to the public. A firm which provides a restroom for its women workers where at lunch time they are served with tea without charge certainly has taken a long step toward bringing about harmonious relations in its establishment and has done something toward pushing forward the days of Utopia for which we are all waiting.



A. JONAS
PRESIDENT A. JONAS & SONS

The Hub (A. Jonas & Sons)



NE of the oldest, as well as one of the most solid business concerns in Oakland, is the clothing establishment known as the Hub, at 11th and Broadway.

Mr. A. Jonas, who founded this business in 1877, is a native of Germany, and came to Oakland directly from that country in 1875. He began in a little store between Sixth and Seventh Streets on Broadway about thirty-four years ago. He began his business career here in a most modest way, and his business growth has been of the steady and healthy sort. When he felt

assured his business would warrant it, he moved from time to time to larger quarters, and now has one of the representative stores of the city.

Mr. Jonas has been particularly active in promoting the welfare of his adopted city; he is one of the directors of the Oakland Chamber of Commerce, and ex-president of the Merchants' Exchange, and one of its present directors. He has been strongly in favor of the consolidation of the city and county government, and has worked in every way he could to bring this about, as this truly means a Greater Oakland.

Mr. Jonas is associated in business with his two sons, Irving and Milton. The business was incorporated some time since



IRVING JONAS
SECRETARY AND MANAGER

with A. Jonas as president, Irving Jonas, the eldest son, as secretary and manager, and Milton Jonas as assistant manager and director.

The Hub carries a most complete and select stock of clothing and men's furnishings and are the local agents for Kuppenheimer Clothing, Hawes' Hats, Manhattan Shirts and Carhartt Working Clothes. The present store has a floor capacity of nearly 10,000 feet, including the basement.

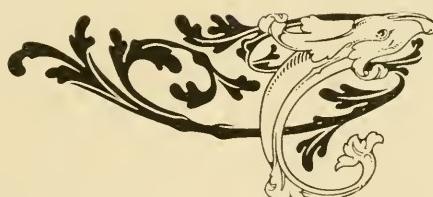
During recent years Mr. A. Jonas has been devoting considerable time to civic affairs and philanthropic work and has been gradually relinquishing the management of the business to his sons, who have both shown marked business and executive ability. There is no doubt but what the establishment will maintain its present high place among the business concerns of the city under the manage-



MILTON JONAS
ASSISTANT MANAGER

ment of the enterprising sons.

The concern employs about thirty people and distributes in Oakland in salaries and other expenses about fifty thousand dollars per annum.



Pike Woolen Company



HEN the interviewer called on Mr. R. H. Pike, the active young man who founded the Pike Woolen Company, and its present head, in gathering material for this volume, he learned some very interesting facts about this worthy institution.



R. H. PIKE

In the first place it is the only concern in Oakland who make clothing in this city for tailors and dealers in other cities in California and neighboring States. The company do a surprisingly large jobbing business not only in men's suits, but in woolens, trimmings, linings, etc., and dur-

ing recent years the Pike Woolen Company of Oakland has become widely known throughout the State as a vigorous and progressive concern.

The company also does a large retail business in made-to-order suits, and carries one of the largest and most complete stocks of goods in Oakland. It has been the policy of the company to let the customer have the advantage in price, whenever the buyers of the concern have been able to purchase material at a low figure, and the result is that it retains the patronage of every desirable customer who appreciates fair treatment, good value, and good clothes.

The Pike Woolen Company is a thoroughly Oakland institution, and should receive the support of every individual interested in the upbuilding of Oakland's industrial institutions. The concern employs some thirty-five people, and spends in salaries and other local disbursements about forty-five thousand dollars per year.

Mr. Pike, the young head of the concern, is thoroughly alive to the opportunities in Oakland as a growing city and is well equipped to take full advantage of them. In the first place he knows his business thoroughly; with broad experience in Eastern cities, especially in Chicago, he came West some time since and established himself at 510 Thirteenth St. His business prospered and continued to grow in extent until he was compelled to move to the present spacious quarters at 1159-61 Franklin Street.

Added to his business experience, he is most congenial and courteous in his dealings both with the public and with his working force. With these assets the Pike Woolen Company should continue to forge ahead into one of the big business institutions of the city.

The Osgood Drug Stores



NE of the best examples of business enterprise, business integrity and service in the city of Oakland will be found in the history of the drug stores that have been conducted for years past by Messrs. F. S. and H. L. Osgood. We use the term "drug stores" because the drug department is of course the big end of their business, but the Osgood stores have really developed into big department stores, and their chemical laboratory distributes an enormous amount of proprietary remedies and standard drugs that are shipped all over the country and are found on sale in practically every drug store in the State of California.

It was not until after several calls had been made that the interviewer finally succeeded in finding Mr. H. L. Osgood at a time when he could spare a few moments to furnish such data as he could for this book, but the writer's persistence was rewarded by an interesting talk, although we must admit it was a very brief one. Mr. Osgood is a typical American man of business; a man of generous proportions, keen, bluff and hearty in manner, and quick to grasp the point of a proposition. As a rule he has weighed the pros and cons of a business problem and arrived at a decision before some other men would have started to think about it at all. As a result of his direct methods, an outline of the information desired was obtained in a very few words and a very few minutes.

The Osgood Brothers established their first store at the corner of Seventh and Broadway in a very modest way, in the Alsey Building in 1887. Their business has not been of mushroom growth, but has developed steadily, forcefully and healthfully, until today it is one of the most solid business institutions in California. The magnificent store at Twelfth and Washington Streets was established in 1905

and does a big business. The Osgood Brothers supply nearly all the wholesale trade in Oakland and the Bay Cities; they are owners and manufacturers of three hundred and fifty different remedies. The introduction of these remedies was started in a small way, and this branch of the business has been built up entirely through the sterling worth of the remedies themselves. To what extent this end of the business has developed may be shown when it is stated that the sales in this department amount to more than \$50,000 per year. Osgoods' Stomach Remedy is sold in every drug store in the Western States; Valentine Rinse, which is owned by this firm, is sold in every drug store in California. The list of the other standard remedies, which is too long to be given in detail here, but which are known to physicians and druggists everywhere, are sold in every store in Oakland and the Bay Cities.

The Osgoods carry the largest and most complete stock of prescription goods in the West, and physicians frequently have to send from remote parts of the city to their stores in order to get just what they want. They operate several complete departments, each a big business in itself. In addition to an immense stock of drugs and chemicals, there is the leather goods department, trusses and surgical goods, rubber goods, trunks and bags, cut glass, etc.; in fact a veritable emporium.

The two stores employ some fifty people and the laboratory fifteen people. The annual pay-roll amounts to thirty-six thousand dollars. The stores are in charge of able and experienced managers. Mr. E. C. Hafner, who has been with this firm for twenty years, is manager of the Seventh-street store, and Mr. Lewis Miller, who has also been twenty years with the concern, is manager of the Twelfth-street store.

Mr. Chips, who has been with the firm ten years, is manager of the laboratory. The concern employs a special buyer and succeeded in securing the services of Mr. David Wilson for this important position. Mr. Wilson was, for ten years, buyer for Mack & Company, of San Francisco, and has proven a valuable acquisition to the firm. It would seem that every man who enters the employ of the Osgoods is contented to stay with them permanently, which is the best indication that they receive pretty good treatment, and merit is rewarded.

Osgoods are the largest direct buyers of cigars, retail, on the Pacific Coast. Last year alone, they purchased seven hundred and fifty thousand "Owl" cigars, and retailed them seven for twenty-five cents. They enjoy the distinction of being the only store in the whole United States that continuously sells "Owl" cigars at that price.

Messrs. H. L. and F. S. Osgood, who own these stores, are both self-made men;

this enormous business has been built up through their brains and energy alone. They are both registered and practicing pharmacists and know about all there is to know about the drug business.

There is a good deal of extra credit attached to their success, because, had they been so inclined, they could well afford to have lived a life of luxurious ease, as their father before them, who will be remembered as one of the prominent early pioneers of California, had amassed a fortune, and at his death, left an estate of five hundred thousand dollars. This estate has been increased through intelligent investment until it is now rated at over a million dollars.

The Osgood Brothers conduct their business on a co-operative profit-sharing plan, and every man employed by them is directly interested in the business and receives part of the profits. These gentlemen may well feel proud of their business record of twenty-five years in the City of Oakland.





STANLEY BLAUSTEIN

Mr. Stanley Blaustein

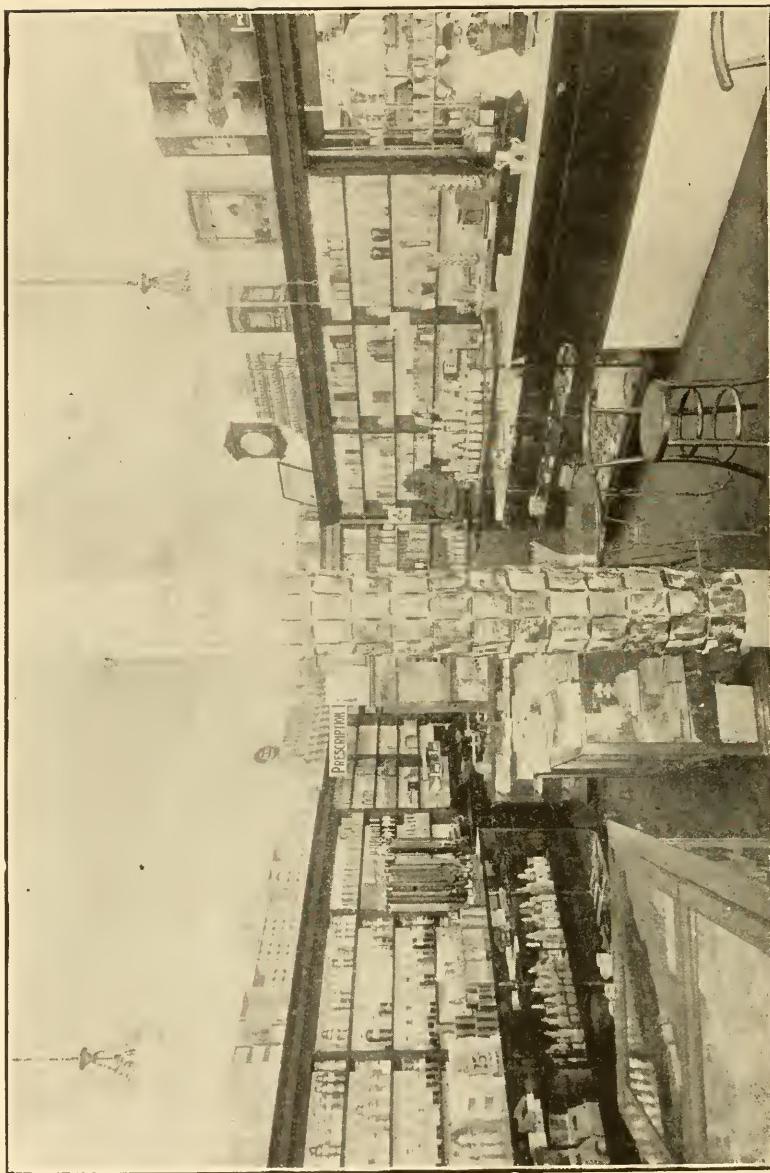
Proprietor Lake Pharmacy, Oakland, California



NE of Oakland's business men whose life story bespeaks a degree of courage and determination that is unusual, is Mr. Stanley Blaustein, the congenial proprietor of the Lake Pharmacy, at First Avenue and East Twelfth Street, Oakland.

Mr. Blaustein is a native of Virginia, born in Petersburg in 1873. After a thorough education, he took a course in pharmacy and duly received his diploma as a practicing pharmacist in his early youth. He began his career in the drug business in the city of New York, where competition is keenest and where success comes hard.

That he did succeed in New York, indeed, is shown when it is stated that before he had been in business many years he was the proprietor of five thriving stores in that city, one located at Fifty-third Street and Eighth Avenue, another at Sixty-fourth Street and Amsterdam Avenue, one at Thirteenth Street and Sixth Avenue, one on First Street and Sixth Avenue, and one at Sixth Avenue and Thirteenth Street, Brooklyn, which indicates a marked degree of enterprise. He had built up a very remunerative business in these stores, but when a tempting offer was made him for his entire holdings in the Eastern city, he accepted it, netting for himself a comfortable fortune.



Interior Lake Pharmacy, Corner of 1st Avenue and East 12th Street

It was not intended, however, that Mr. Blaustein should rest upon his laurels, because the Knickerbocker Trust Company of New York, in which institution he had all his money on deposit, closed its doors amid the bewailing of depositors, and he had to start all over again.

It was at this time, in 1908, that Mr. Blaustein decided to seek his fortunes in the Golden West. The first scene of his Western activities was in Bakersfield, where he did well and got a start. Looking for broader fields he came to Oakland and established himself in his present location on August 6, 1910.

He is the sole owner of the Lake Pharmacy, and through his uniform courtesy, his energy and his knowledge of the business in which he is engaged, he is again on the road to fortune. The Lake Pharmacy carries a complete line of prescription goods, surgical goods, confectionery, wines and liquors, post cards, cameras, and in fact is a veritable emporium. Mr. Blaustein's business now amounts to about \$10,000 per year; he employs four clerks.

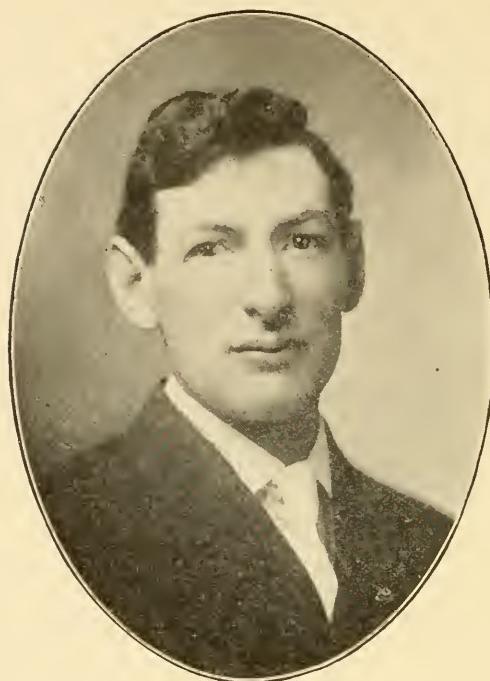
A pretty good indication that Mr. Blau-

stein understands his business is shown in the relation of the following incident:

At a recent meeting of the Alameda County Pharmacists' Association, held on July 21, 1911, the question of the standard strength, or proper proportion, of muriatic acid dilute came up for discussion; some of the members present insisted that it should be diluted 8½ per cent, others 15 per cent, and the verdict was anywhere from five to twenty per cent. Mr. Blaustein was the only druggist among all those present that knew the right proportion, viz.: that muriatic acid diluted 10 per cent is standard and correct.

Mr. Blaustein has not lacked interesting or exciting experience since he has been at his present location. He enjoys the distinction of being held up three times, and in every case has frustrated the purposes of the hold-ups by quick thinking and personal bravery, and so far has escaped without loss of property or personal injury. He also likes to relate how Ex-President Roosevelt casually dropped in to call last fall during his visit here, inquiring about the location of a friend in the vicinity.





AUGUST F. MOISSON

M. & M. Hat Works

One of the young business men of Oakland who certainly deserves credit for his energy and far-sightedness in building up his present business, is Mr. August F. Moisson, the proprietor of the M. & M. Hat Works, at 257 Twelfth Street.

Mr. Moisson has arrived at his present state of prosperity through taking advantage of opportunities as they came, and through good honest hard work. After working for a time in Crockett, California, with the Hawaiian Sugar Refinery, and with other concerns in Nevada and San Francisco, he decided to cast his fortunes along with the city of Oakland, as he had faith in its future.

It was three years ago that he succeeded in borrowing three hundred dollars to establish his present business in a very modest way, which it is needless to say, he paid back out of his first profits. Starting in with a little room with four

bare walls, he worked early and late, and by the strictest economy was able to meet his obligations, and gradually increased his business until the M. & M. Hat Works became a prosperous concern, employing five people.

Mr. Moisson now enjoys the distinction of inaugurating and establishing the only concern selling good serviceable hats at the unheard-of price of \$1.50 in the city of Oakland. He now has a big shipment of these hats coming from the East, with more following. He still continues the cleaning and renovating department of the business, handling both ladies' and gentlemen's hats, making a specialty of Panamas.

With the degree of energy and pluck the young proprietor of the M. & M. Hat Works has already shown, he should develop his new concern into one of the prominent business houses of the city.

Goldberg, Bowen & Company

We believe it may be said that Goldberg, Bowen & Company are the largest and most extensive retail grocers in California, and the Oakland branch compares favorably with any store operated by the company.

This concern was established in 1850, and through energetic and efficient business management, perfect organization and progressive methods, has developed into one of the foremost business institutions on the Pacific Coast.

The main store is located at 242 Sutter Street, San Francisco, with branches at California and Devisadero Streets and 1401 Haight Street, and a large warehouse at 965 Sutter Street, in that city.

The big Oakland store is located at the corner of Thirteenth and Clay Streets and

carries one of the most complete stocks of high-class groceries, wines and liquors and tempting delicacies in this city. The big store is roomy, light and airy, and exceptionally well arranged.

Under the able management of Mr. E. Beardsley, the work of the establishment has been thoroughly systematized, and an enormous business is daily transacted with courtesy and dispatch. The company furnishes employment to eighty-five people in the Oakland store alone, and seventeen delivery wagons, seven buggies and eighty-seven head of horses are required to take care of the deliveries and outside work.

Goldberg, Bowen & Company gives employment to over three hundred people in the various stores.

The Sunset Grocery Company



N the selection of the concerns in Oakland that have really raised the standard of *service* and *efficiency* in the particular line of trade in which they are engaged, thereby adding to the general advantages of the city, it is entirely consistent to mention the Sunset Grocery Company.

This concern was incorporated about thirteen years ago in this city, and is thoroughly an Oakland institution. It is a close corporation and the officers of the company have been practically the same ever since the business was established. A. W. Kirkland is the president of the company, D. H. Mathes, vice-president, and T. L. Fleming, secretary.

The main store of the company is located right in the heart of the city, at 1105 Broadway, and occupies a floor space of about 35 by 100 feet. Broad counters and shelving run almost the entire length of the store on both sides, displaying in a most attractive manner as complete and as high a class of grocery stock as may be found in any store on the Pacific Coast. The offices and accounting department are located on the second floor.

When one enters the store he is immediately impressed with its cleanliness, its roominess and perfect arrangement for transacting a big business without any unnecessary delay or confusion. The company does not try to economize in the matter of clerks, either as to numbers or in the employment of low-priced and inefficient men, and as a result customers are attended to courteously and promptly.

About four years ago the company decided to extend the business into new fields and established a branch store at 2156 Center Street, Berkeley, which is conducted on the same broad lines and business methods as the Broadway store; both establishments are doing a thriving and ever increasing business.

That the Sunset Grocery Company has developed into a pretty big business institution is shown when it is stated that the company furnishes employment to about sixty people and pays out in payrolls and other disbursements a great deal more than \$100,000 annually. Forty head of horses and a dozen or more wagons are required to take care of deliveries.

The company transacts a large business with hospitals, hotels, clubs and public institutions, and has secured orders from the United States Government, bidding in competition with San Francisco and Sacramento concerns, which indicates that the managers of the Sunset Grocery Company know how to buy as well as sell.

The Sunset Grocery Company has been successful because its officials have not been mere figureheads, but the active managers of the business, putting in their brains and time as well as their capital. As a result the buying is done intelligently, system and harmony prevail, and all misunderstandings and adjustments are effected with courtesy and dispatch.

This concern has certainly done its share, in its own sphere, in the general progress and upbuilding of the city.



Interior Sunset Grocery Company

Bay Cities Home Telephone Company

The Bay Cities Home Telephone Company is the new corporate name of the combined Home Telephone Company of Alameda County and the Home Telephone Company of San Francisco.

The Home Telephone Company of Alameda County was organized by the combining of local capital in 1905 to build and operate an independent automatic telephone service in the County of Alameda.

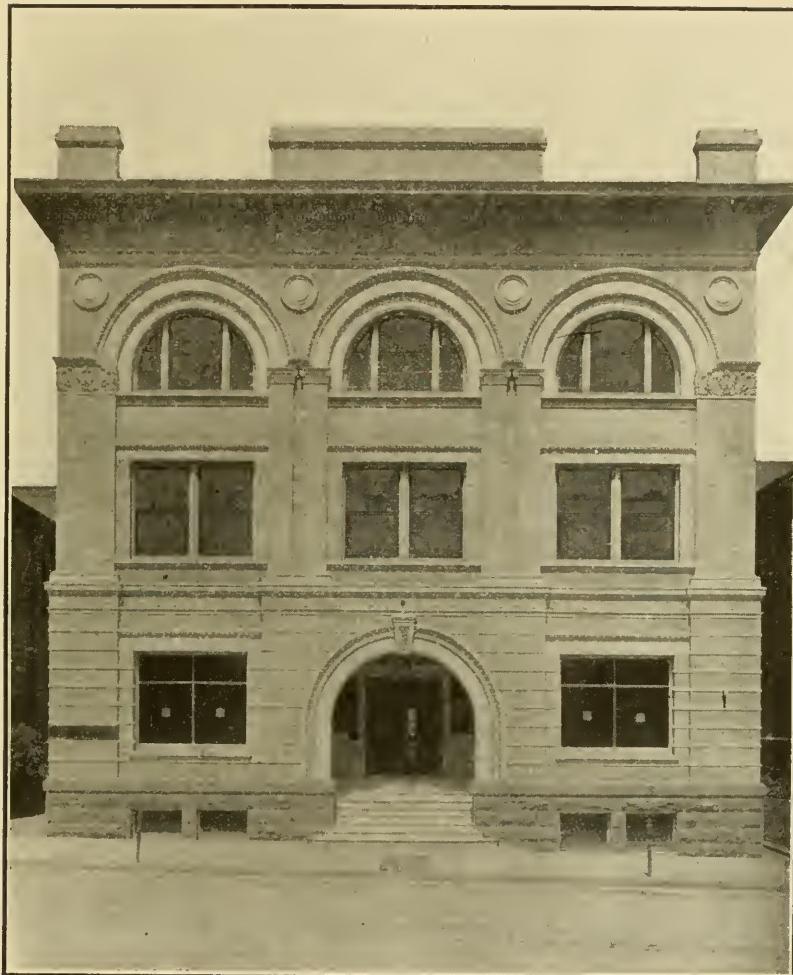
The automatic system, perfected as it is today, is the only logical, rapid and secret method of telephone communication. Though somewhat difficult to describe, the principle is very simple and generally well understood. Briefly the aim of machine or automatic service is to place the line at all times under the control of the party paying for the service. By the operation of the dial connection is made with the desired line the moment it is completed, regardless of whether that line terminates in the same exchange or one of the branch exchanges of the system. The bell is rung at the distant station as long as the ringing button is pressed by the party calling, and the line disconnected the instant the receiver is placed upon the hook. How well the aim has been attained can only be fully appreciated by a visit to one of the exchanges.

The promoters of this company being experienced men in the telephone world adopted the automatic principle and began the building of a large system, with headquarters at 1369 Franklin Street, Oakland, where a commodious building three stories and basement of Class A construction was built, now the headquarters of the Alameda County division. A modern plant being

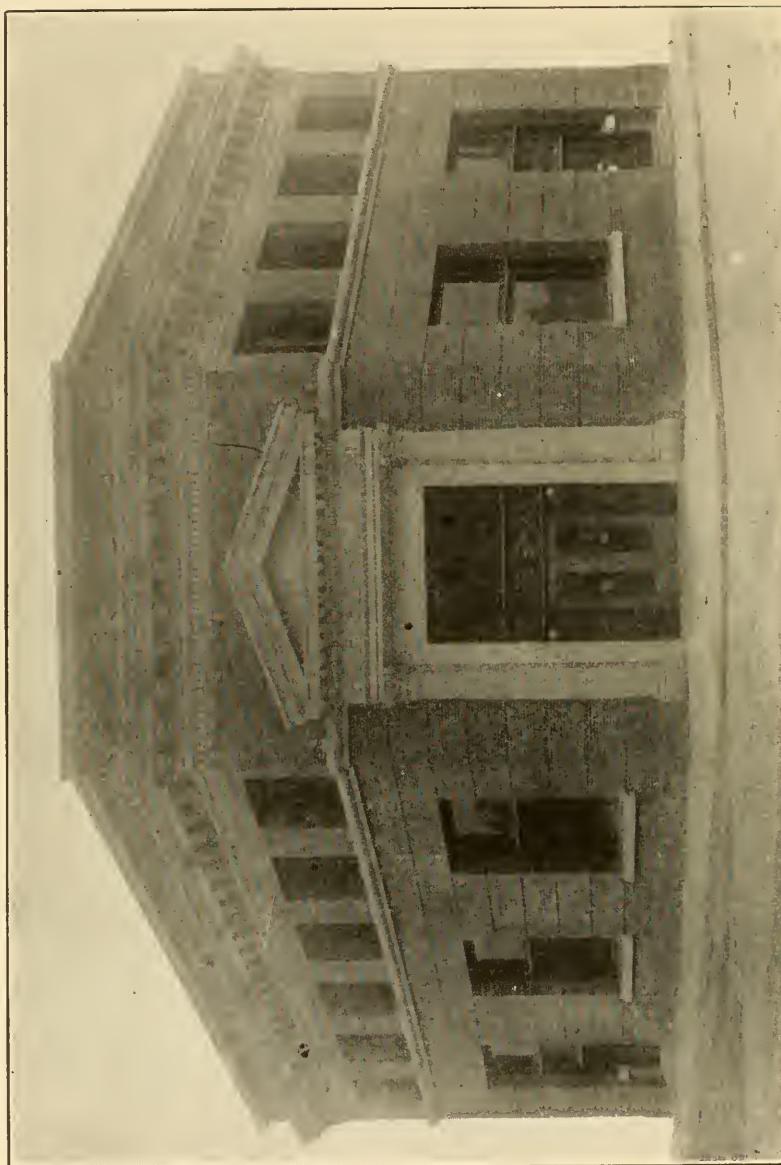
the idea, underground conduits were placed connecting all the branch exchanges and in the entire business district with extra ducts provided for the future.

In obtaining a franchise from the City Council of the City of Oakland, the company gave the city, free of rent, fifty telephones and the use of a duct in these conduits and privilege of its pole lines for the fire alarm and the police telegraph service. This concession is being taken advantage of to its fullest extent, a saving of thousands of dollars to the tax payers. Substations were established to take care of the fast growing business, and these, like the main office, are of solid fireproof construction. The Berkeley office and lines were built in 1909 and 1910, and there the same general plan of permanent work was carried out, conduits throughout the entire business district and aerial cables in the outlying territory. In Berkeley, as in Oakland, the company allowed the city the use of telephones, conduits and pole lines.

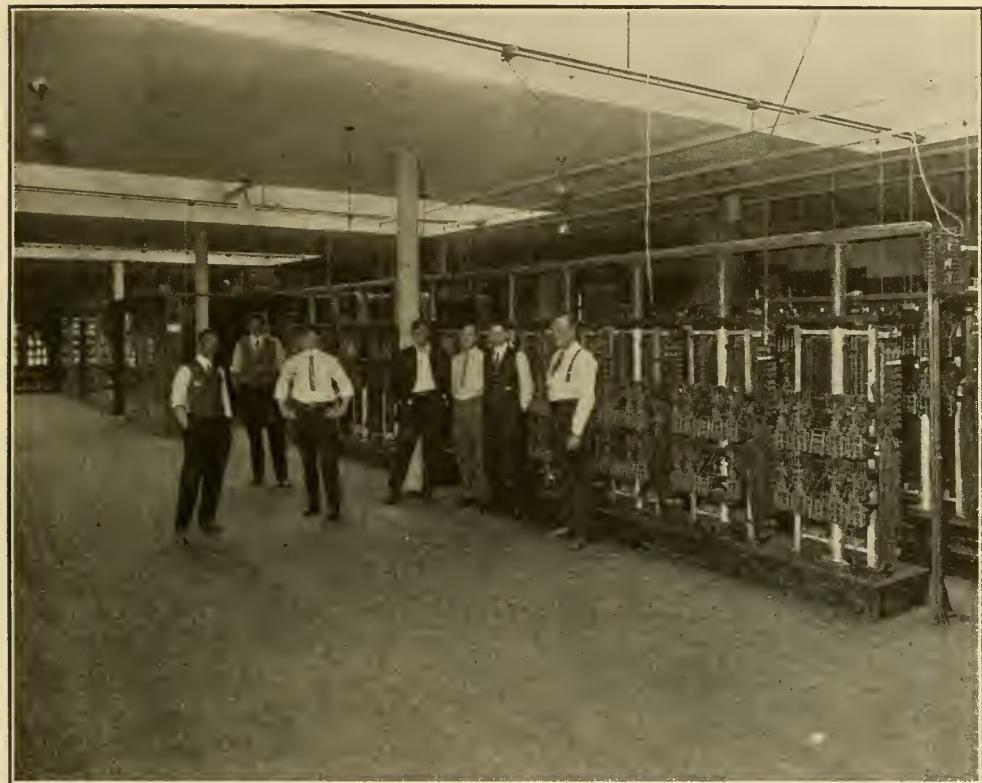
The working of the automatic switches of this system, which is difficult to describe, can only be appreciated by a visit to one of its exchanges, but to illustrate the rapidity of its working, one movement of the dial selects the office called and the connection with this office is made by the time the dial has come back to the original position. Then to complete the switch, call the number wanted, the selectors and line switch work as fast as the dial is worked and by pressing the ringing button the attention of the party called is attracted.



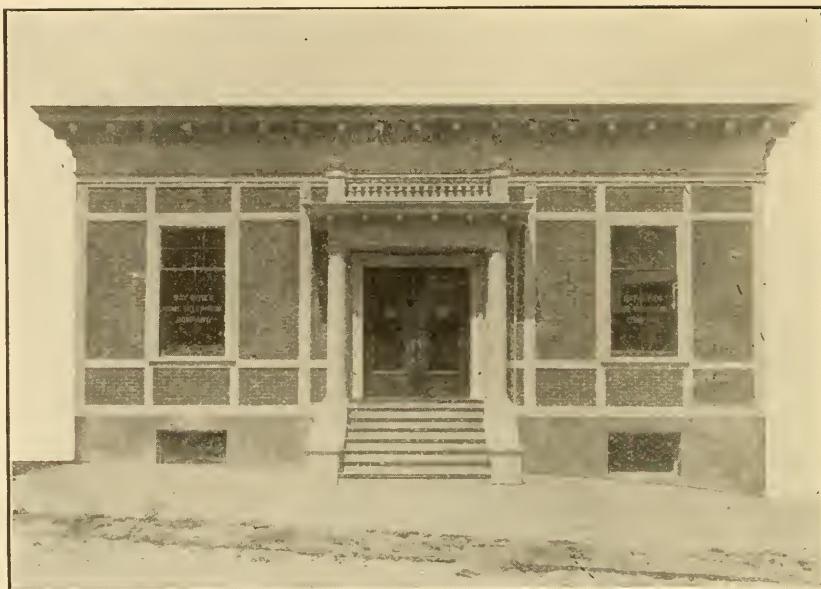
Main Office Bay Cities Home Telephone Company



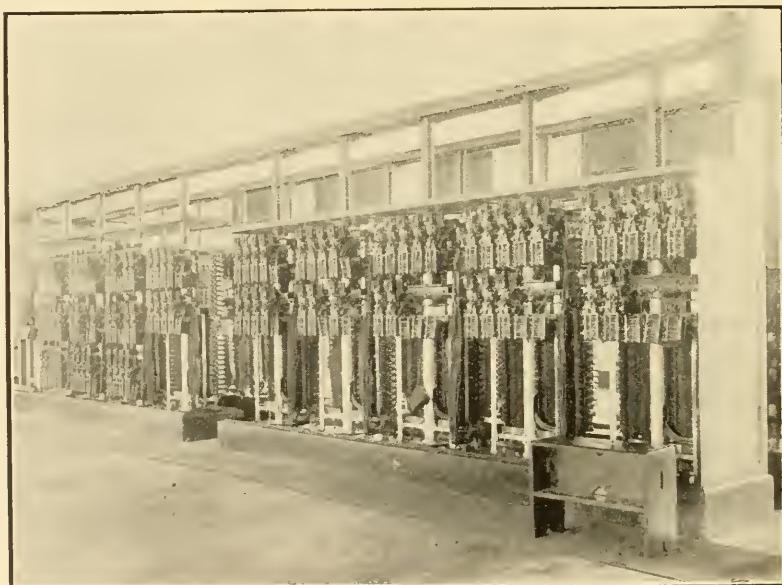
Berkeley Branch of the Bay Cities Home Telephone Co.



Corner of Main Switch Room, showing the few people necessary to handle thousands of Subscribers



East Oakland Branch of the Bay Cities Home Telephone Company



Switches Home Telephone Company, Berkeley Office

Oakland's Telephone Service

Pacific Telephone & Telegraph Company.

The telephone service in Oakland, furnished by The Pacific Telephone and Telegraph Company, one of the Associate Bell Companies, is of a high standard and thoroughly covers all sections of the city.

Four separate central offices are required in this service. All of these buildings are of modern type of construction and the equipment in each is of the latest design. In addition to the switchboards and other telephone equipment, each building contains a neatly furnished rest room, in which the operators have provided an extensive library for their reference and entertainment during the rest periods.

Each building also contains a complete kitchen and lunch room, in which the operators are furnished a la carte lunches at cost. Approximately 9,000 lunches are served monthly at an average cost of eight cents, the prices of the different articles ranging from two to six cents each. Seven people are regularly employed in preparing and serving these lunches and an experienced restaurant man is in charge.

An operating school is maintained at which all new operators are trained. The attendance averages one hundred students, and twelve instructors are regularly employed. The average period of instruction is three weeks, during which the operators are paid liberally. Upward of 5,000 applications for positions as operators are received at this school each year, but only about 60 per cent are accepted as eligible.

The outside lines are practically all of recent, modern construction and include approximately 400 miles of underground conduit and trench, extending eight miles east and west from the San Francisco bay to Elmhurst, and six miles north and south from Alameda to within one-quarter of a mile of the north county line. The

outside plant includes the following:

Miles of underground trench...	54
Miles of underground conduit...	248
Miles of underground cable....	104
Miles of aerial cable.....	150
Miles of pole line.....	187
Miles of open wire.....	361

The total wire mileage would encircle the globe three times.

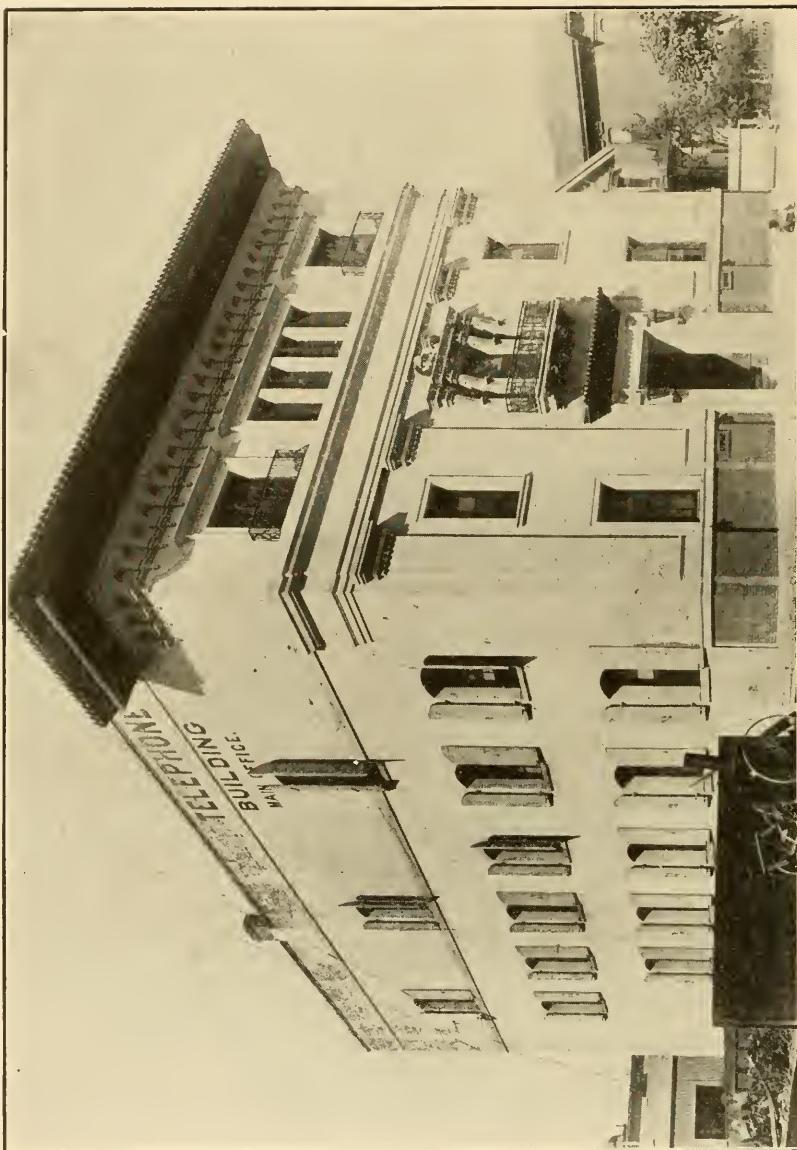
A total of 567 people are employed and the total annual pay roll is \$407,846.00.

The number of telephones now in operation in Oakland is 22,085, from which 38,194,200 calls are placed per annum. Additional subscribers are now being obtained at the rate of 500 per month, and in a recently completed study of the future telephone requirements of Oakland, the Pacific Company estimated that in the year 1926 there will be approximately 77,500 telephones in Oakland.

A metropolitan "rapid fire" service is furnished between Oakland and the principal nearby cities. This service is identical with that furnished in the metropolitan district of New York City. One combination directory is issued for this district, in which are listed 129,307 subscribers.

Between Oakland and San Francisco there are five separate submarine cables crossing San Francisco Bay, furnishing facilities for upward of 8,000 calls per day. Additional cables will shortly be laid providing facilities for 3,000 more calls per day. Facilities to the other points around the bay are in a similar proportion.

An extensive system of long distance lines centers at Oakland, providing prompt and efficient service to practically every town and hamlet in California and extending to Canadian points on the north and the Mexican border on the south, and covering all the principal points in Nevada and Arizona.



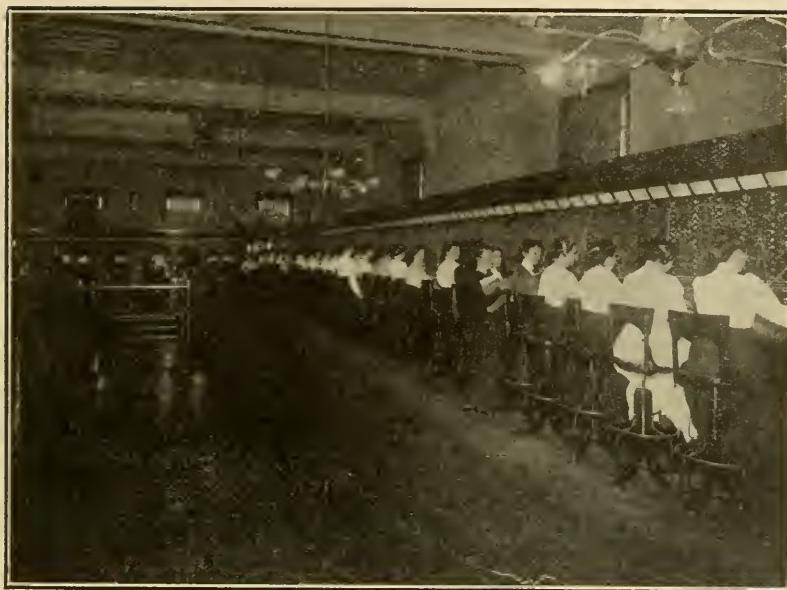
Main Office, Franklin and 15th Streets, Serving the Principal Business Section and Also Contains the Long Distance Switch Boards and Offices of the Commercial and Traffic Departments



Piedmont Office, 48th, near Telegraph Avenue, Serving the Northern Residential Section



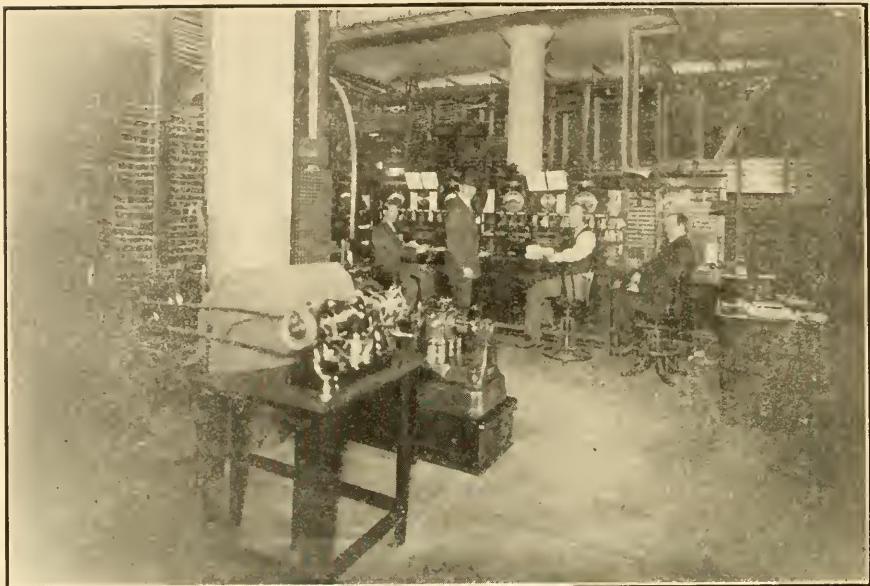
Where Young Women Are Taught Telephone Operating



Switch Board in Main Office



A Cozy Place to Rest During Recess After the Day's Work



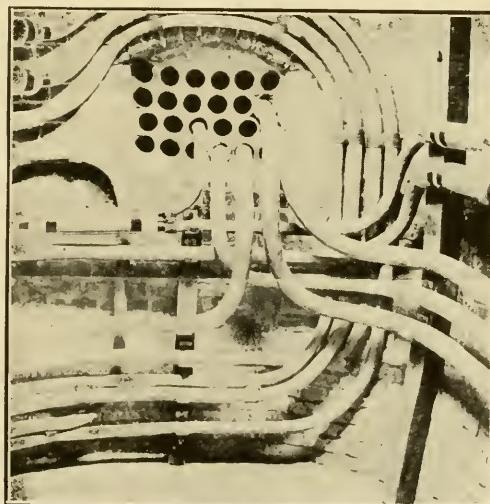
Terminal Room, Showing Wire Chief's Test Board



Main Office Operating Room, Showing Long Distance Chief Operator's Desk and Switchboard



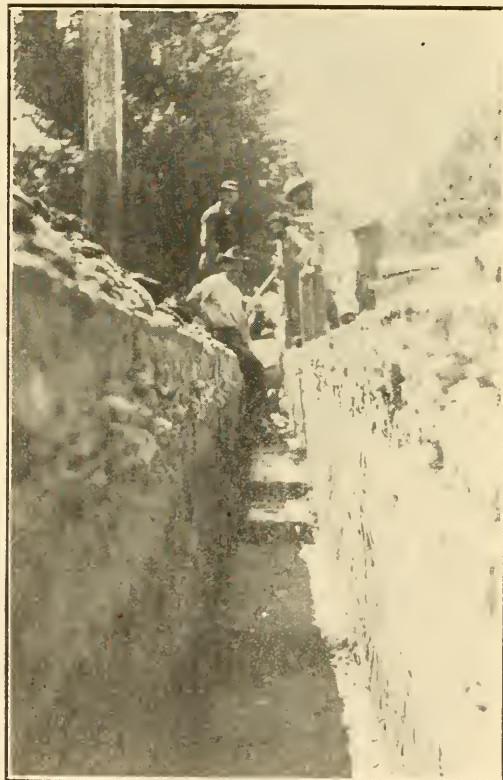
Merritt Office, 12th Avenue and East 17th Street, Serving the Eastern Residential Section



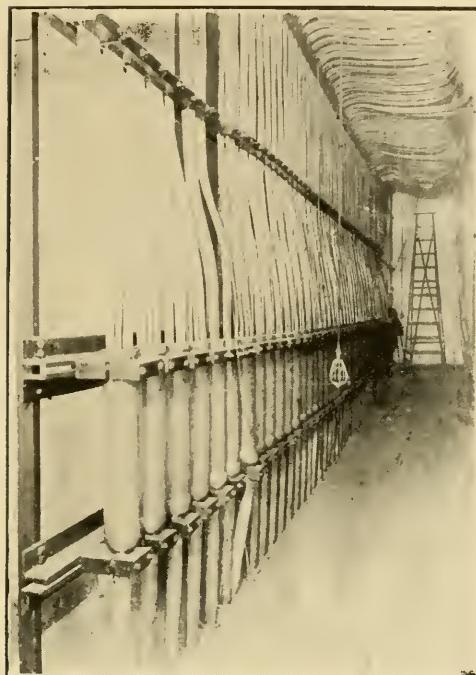
Conduits entering Manhole



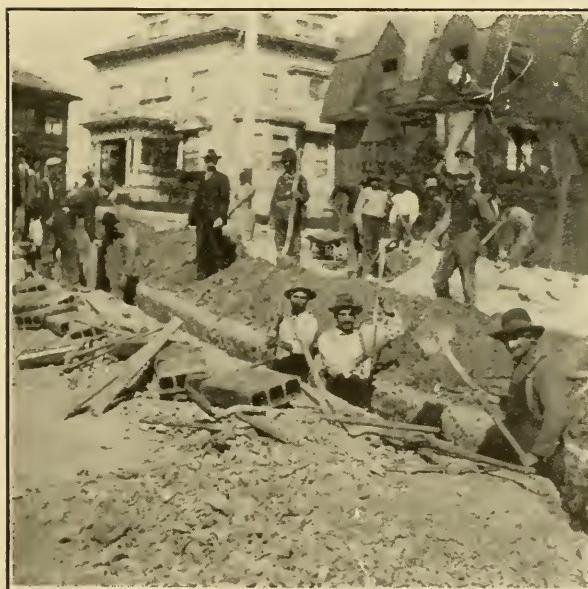
The Noon Hour. The Telephone Company Provides Free Luncheon



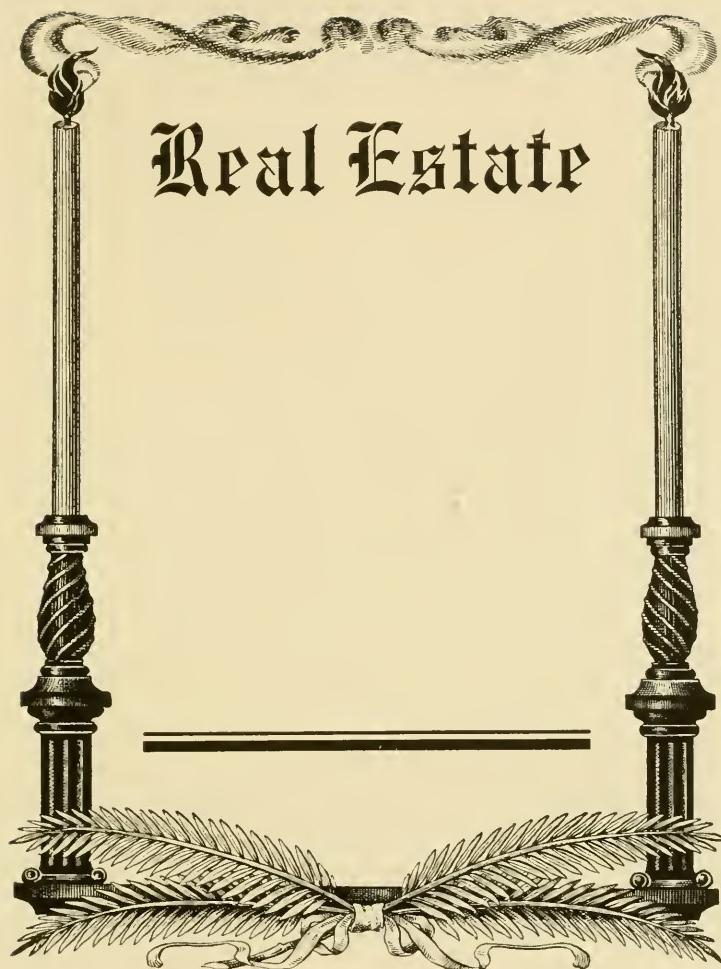
Laying an Underground Trench



Underground Cable Entering Main Office



Trench Construction Work



Real Estate

The Piedmont Hills

One of the Most Beautiful Resident Places in the World

ROM earliest antiquity to the present time men have always sought the hills for homes. In the days of the power of Rome the hills overlooking the Campagna were dotted with the villas of wealthy citizens and the treasure of the world was lavished on gardens, ter-

When Oakland was first settled the dwellings clustered on the flats about the shore of the bay. But with the growth of the city to power, greatness and wealth, there soon developed among men of means this old desire to have their homes apart from the noise of traffic and the dust of labor—to have their homes on the slopes of the

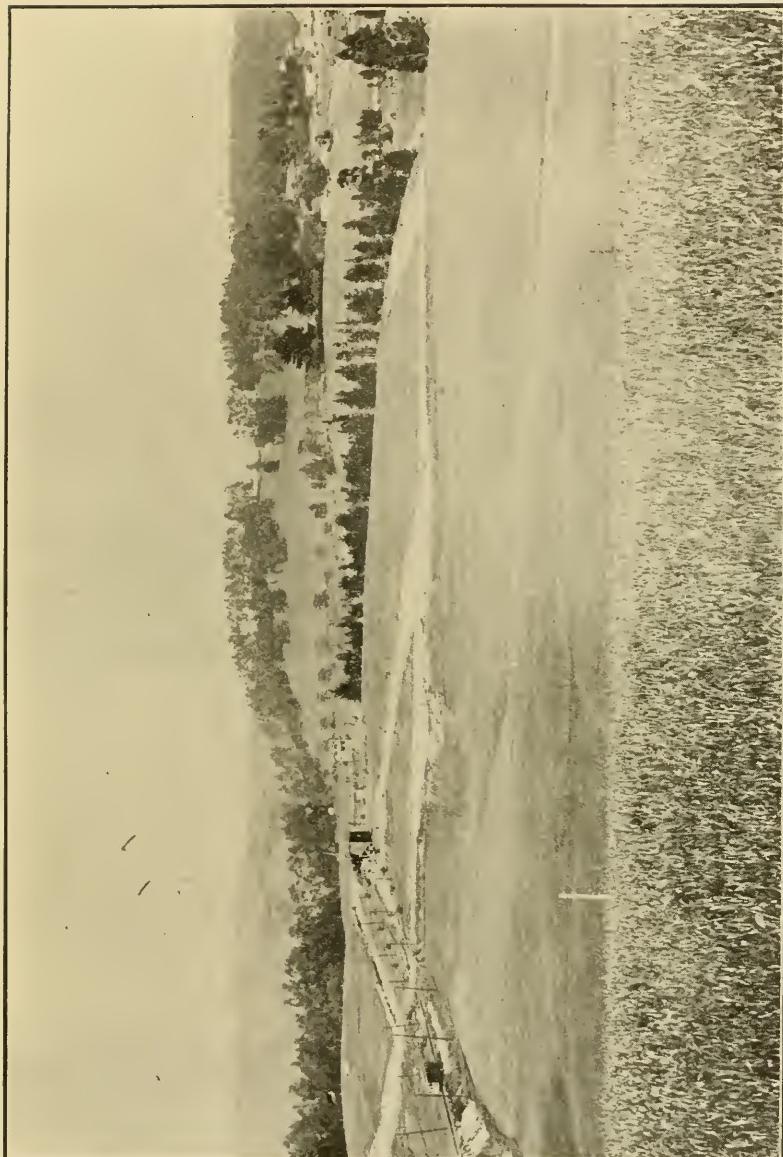


A Characteristic Home in the Piedmont Hills
This Garden Preserves its Freshness and Beauty all the Year Around

races and fountains to make these villas truly enchanted places of delight.

It was upon hill-slopes and hill-crests, also, that our Frankish or German ancestors built their castles, and this instinct to have a home away from the lowlands is still strong in the heart of the modern man.

beautiful partly wooded hills which border the city on the east. So here and there on the hill-slopes of what is now Piedmont rose stately mansions embowered in trees, but rapid transit systems were not then sufficiently developed so that the man of more moderate means could enjoy the rare and inexhaustible pleasures of a home over-



The Piedmont Hills as they Appeared Twenty Years Ago, at the Beginning of their Development as Residence Property
by Wickham Havens, Incorporated

looking the most beautiful bay in the world and distant mountains of blue and amethyst through the hazy air of California's eternal summer.

At this juncture of affairs it became apparent to far-sighted men that if these hills were made accessible by rapid transit facilities and ribboned with curving drives and boulevards, people of taste and culture would eagerly seek these hill-slopes as sites for beautiful and distinguished residences.

The firm of Wickham Havens, Incorporated, one of the earliest in the field, for-

of charming villas surrounded by gardens. Where, less than ten years ago, you could have heard the sound of the reaper or the ploughman's whistle, now along white, smooth streets sounds the purr of automobile and the clatter of hoofs of riding horses.

The firm of Wickham Havens, Incorporated, has constructed at its own expense in the development of these hill-slopes some thirty miles of macadamized avenues as fine as any in the world, has made 70 miles of concrete sidewalks, has planted



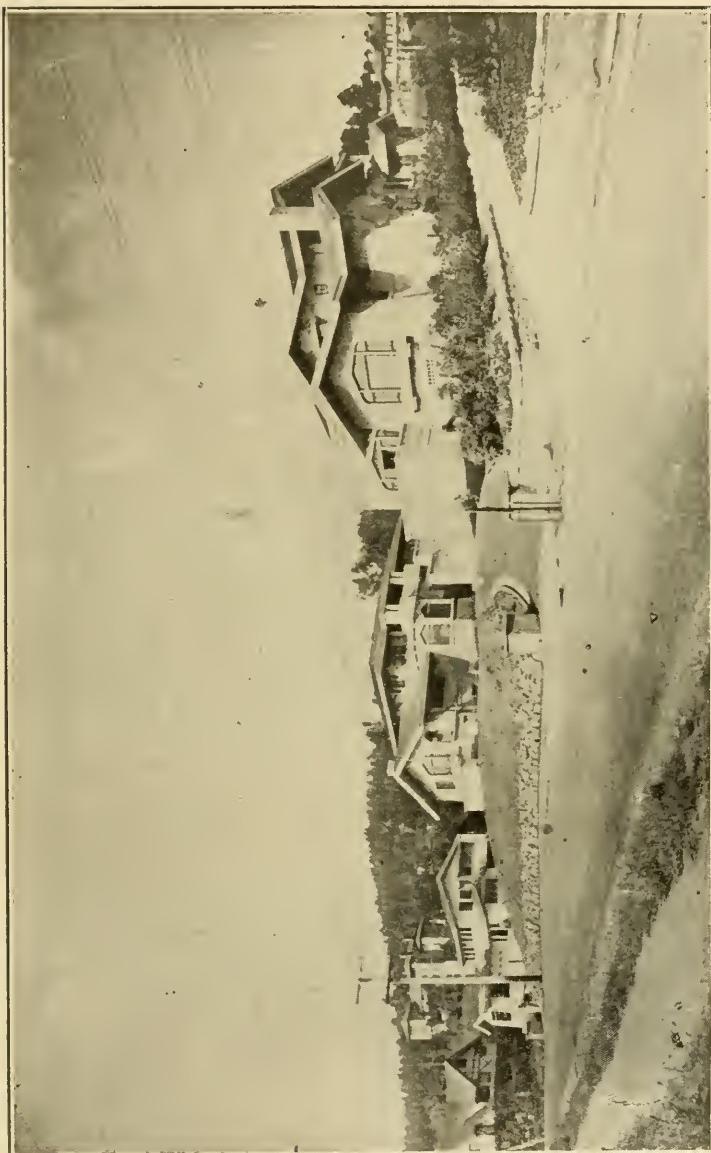
A Residence in the Piedmont Hills on Property Developed by Wickham Havens, Incorporated

tunately acquired control of an almost continuous area of these lovely hill-slopes embracing more than a thousand acres, and following a wise and far-sighted plan, set out to make this spot, already so wonderfully endowed by nature, one of the most gloriously beautiful home-places in the world.

Nearly ten years have elapsed since this great work was begun and an almost unbelievable transformation has been wrought. Where, less than ten years ago, the meadow lark sang to the poppy and wheat fields rippled in the sun, now along curving avenue after curving avenue are rows

many thousands of shade trees, and has assisted in the establishing of parks and beautified certain entrances with stately pillars so that from boundary to boundary of "Beautiful Piedmont" it can properly be said that there is not one unsightly feature.

In this wonderful home park there is not a single shop of any sort, no saloons, not even any residence that violates the pervasive spirit of beauty. For while in the Piedmont hills a graduated system of building restrictions has made possible the cottage of the artisan as well as the mansion of the millionaire, the thing has been



A Typical Avenue in Piedmont as it is Today, Showing how Wonderfully the District
Has Developed in the Course of a Few Years

so well arranged that these are by no means in juxtaposition. One part of the hills is reserved for very costly dwellings, while another part no less singularly beautiful, gives place to charming and tasteful cottages.

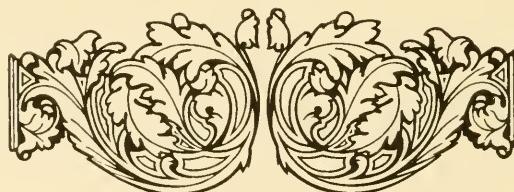
So vast a scheme, so well carried out, has naturally given a wonderful inspiration to the architects of the west. Houses built on flat land present no new problems to the architect, but a house for an irregularly shaped site on a greater or less slope, with vistas of hill or vale or mountain which it is desired to make the most of, give him new and absorbing problems and make room for fresh and delightful effects.

It is for this reason that more original and artistic results have been achieved in the Piedmont Hills in residential architecture than perhaps anywhere else in this country. The influence of the mission architecture of Spanish days is strongly apparent, and the Italian influence is seen in the very liberal use of the pergola, a feature that is in this climate soon lost to sight in a wealth of roses and climbing vines.

Is it any wonder then that each year there is a greater number of people seeking

homes in the Piedmont Hills? There the air is clear and free from dust and smoke. The noise of traffic, the clangor of bells and whistles comes faint and mellowed by distance from the city below. The call of the meadow lark is blown with the fragrance of the flowers from the hill-slopes above. About the houses roses bloom all year long, the clipped lawn preserves its freshness, the long leaves of the palms rustle in the breeze, the tall eucalyptus gives a pleasant shade, and stretched out like a very panorama is the blue bay with its white sails, Lake Merritt with its pleasure craft, rugged Tamalpais across the waters to the north, the Golden Gate with its steamers bound to all the corners of the earth, the city of San Francisco lost in her smudge of smoke, and in serried array the blue mountains stretching along the peninsula to the south until they are lost in the distance.

Here is no fog, no bitter wind, no snow nor hail. Perhaps in all the world there is no place so wonderfully endowed by nature and adorned by art as are the Piedmont Hills, as a site for the perfect residence, the ideal home.





B. L. Spence

Whose Slogan is, "Why Pay Rent?"



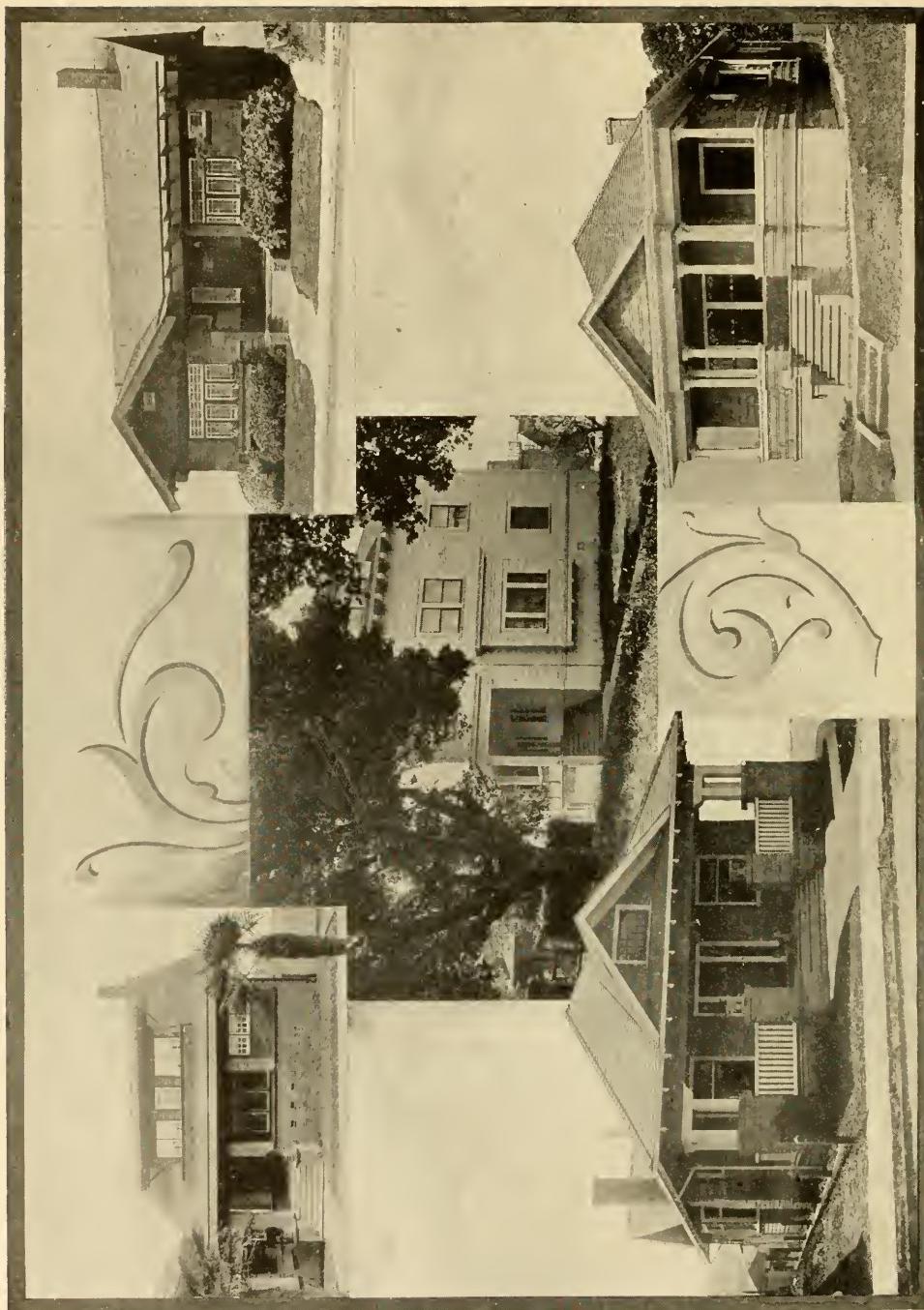
HE man with ambition, but with moderate means, is no longer compelled to live in crowded conditions so well known in the old city life. Moderate means of transportation has wonderfully increased the dimensions and possibilities in all American cities, but in no place has this been more exemplified than in the region contiguous to San Francisco Bay.

The development of the Oakland Traction Company lines, the Key Route lines, the Southern Pacific suburban electrics, have all tended to make every point on the Alameda County side of the bay especially ac-

cessible, not only to the business and manufacturing centers of Oakland and vicinity, but to the business center of San Francisco.

The biggest result, and one that stands out strongest in the admiration of every lover of progressive growth of cities, is the millions of dollars' worth of new homes that have been added to Oakland and Berkeley during the past five years, the large tracts of lands that have been wrested from the farmer and truck grower, the wooded hill-side slopes, all have been subdivided and dotted with new homes from the modest bungalow to palatial residences.

Modest fortunes have been accumulated by the shrewd home-buyer that has been



roup of Houses Built by B. L. Spence

willing to sell and move into new and increasing territories, each time taking a profit and each time locating in more desirable neighborhood, either as to esthetic surroundings or absolute certainty of easy sale at an advanced price.

The old idea that only a regular speculator has a chance to make money in the real estate market has been completely overruled and it has remained for the home-buyer to show that with judgment and shrewdness he, too, can add to his worldly possessions without any interference with his usual vocations.

While it is true that homes have been sold on more or less easy terms, yet it remained for one of Oakland's energetic younger real estate men, B. L. Spence, to systematically bring the selling of homes for all classes of purchasers into prominence with the rent payers.

Mr. Spence, having spent seven years as manager of the sales department for A. J. Snyder, resigned his position in May, 1909, with the ultimate aim of embarking in the business of real estate broker for himself, but while he was perfectly familiar with all conditions and developments in real estate circles in Alameda County, having been a close student during his association with Mr. Snyder, yet he felt that desire to know more of the other cities of the State and their ways of conducting the same lines of business. Taking his family, he made a two months' sojourn in Southern California, visiting Los Angeles and its numerous suburbs, Riverside, San Bernardino, and the other attractive valley towns. Returning to the northern part of the State, he spent some time visiting all the larger places in every one, assimilating ideas for homes and home-building, that when he embarked in the real estate business on January 1, 1910, he was as thoroughly versed in what he was going to do and how he was going to do it as was possible to outline beforehand. His success in handling the business was in a short time the talk of Real Estate Row. Within three months from the time he commenced he had so increased his business that he was compelled to enlarge his offices, having increased his sales force to five men, and even now is on the eve of moving

to larger and more commodious quarters at the northwest corner of Twelfth and Broadway in the building being remodeled on that corner.

Mr. Spence has kindly furnished a synopsis of his year's experience and successes. He says: "Believing as I do that the home is the foundation on which American citizenship rests, and believing, as I do, that Oakland is the most ideal homesite for a large portion of that good citizenship, it seemed to me that I ought to be able to interest a good many people to own their own homes that were not doing so.

"I started in on the 'Why Pay Rent?' idea because I was a firm believer in the great possibilities that it gave one for getting on in the world. I suppose I might say it was an idea born of experience, and while I am somewhat averse to personal experiences for the general public, I don't mind telling you that I have right here in my desk the original contract where I bought my first piece of property in Oakland less than ten years ago and paid only \$100 down and \$25 a month. I made about \$1,200 out of that piece of property, but the ink was hardly dry on the check of that sale before I had it in another home. This had been a great lesson to me, and I told the home-seeker the same story in another form, by showing the results possible by paying monthly installments and securing a home. When I could show a possible buyer that paying \$25 a month rent amounted to \$3,950 in ten years, it didn't take long to convince him that he better be paying part of that, monthly, to himself. There were several points necessary to take into consideration in the carrying out of my proposed plan. First, I knew I must have the right kind of properties at the right kind of prices. The prevailing opinion that the installment buyer must pay an exorbitantly higher price than the cash buyer must be reduced to a plain mistake. It wasn't especially easy to convince these builders that installments and interest were as good or better than cash, but I succeeded with a few and had a choice list to begin with. At the end of January, with nineteen sales of homes to my credit, it was no trouble to

secure all the best homes at the best prices. February outdid January and March was the best of the three, and after that it was simply a question of getting the right properties, and my buyers were sending their friends, and the chain was increasing.

"A number of these home-buyers have sold during the year at an advance and these have become in turn buyers of other homes. While home-selling has been the main business conducted in my office during the year, it has been by no means all. I have found a fairly good market for lots.

I have been unusually successful in disposing of small bunches of lots to builders.

"The prospects for the coming year are far brighter than for the past, and I am as fully prepared for it as I was last year. I am busily engaged now in the detail of starting about fifty new homes that are being built especially to meet the requirements of my office, and I have no hesitation in saying that I can satisfy nine out of every ten who want a home, whether at \$3,000 or \$20,000, and whether they want to pay \$100 or \$1,000 cash."



What the Development of the Foothills Has Meant to Oakland's Growth

By Fred E. Reed, of the Laymance Company



N the foothill districts of Oakland has been established the Mecca toward which the successful Californian turns his eyes and stops in his search for a permanent home. The attraction which these lower hills have offered for the making of homes has played no small part in the marvelous growth of Oakland which is apparent on every hand.

The story of the great development of this section of splendid residences known as the Oakland foothills is largely told in the history of the last four years. The records show that more than \$27,000,000 went into buildings in Oakland during this period. The same records show that a third as much went into modern street work and other permanent public improvements in the same area during these same four years, and, while the growth of all sections of the city contributed to this splendid showing, the rapid upbuilding of the foothill residence districts has been responsible for the greatest share of the large total.

Visitors Find Them Out.

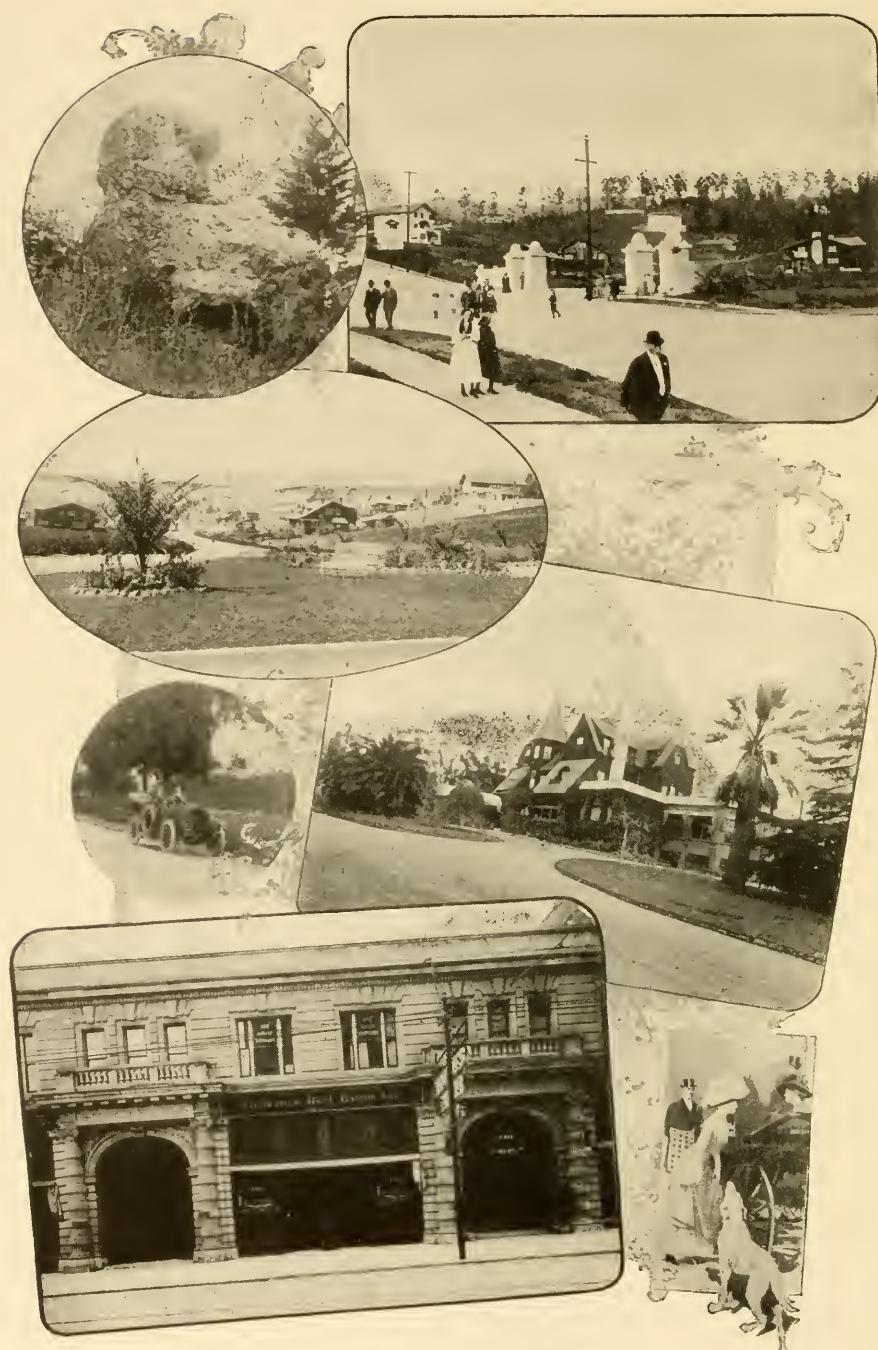
The advantages of the lower foothills of Oakland as sites for homes became fully appreciated when the people from the other side of the bay came to Oakland in April, 1906. Piedmont, Claremont and the adjacent Broadway Hill sections, now Rock Ridge, had long been known to a few. The Spring and Summer of 1906 made them known to thousands of others. These newcomers found that they could leave the center of business activity at Fourteenth Street and Broadway and within a few minutes go by the best street car transporta-

tion service in the country to the midst of the residence districts of Piedmont and Claremont. There, on those hills, they saw home sites, from which they could look down on the cities about the bay with over a third of the population of California in those cities at their feet. They found themselves there as far removed from the dirt and turmoil of the work-a-day world as though they had traveled fifty miles into the mountains.

Villa Homes Multiply.

Instead of having to go miles away for the quiet restfulness of a sheltered home, they could be within a few minutes' ride of their business places, and in that short ride they had glided over the smooth streets of Oakland, through the quiet lanes of the Claremont Country Club or pass the suburban homes of the nearby hill districts. They saw stretched out at their feet on one hand great cities and on the other the rugged natural beauty of wooded canyons and the towering heights of the Contra Costa range. It was the ideal location for the homes of men who sought rest from the day's business, but who must be near enough to take up the work of the day following.

Then the villa homes, with all the conveniences and luxuries of modern life, began to appear along the Claremont, Piedmont and Broadway hills. Each year has seen them added to until now they cannot be counted in terms short of thousands. On these hills are to be seen today from the sidewalks in the heart of Oakland's business section hundreds of residences that will successfully stand the test of comparison with the best architectural beauty to be found in America.



The work of the Laymance Real Estate Company in this beautiful section adjoining the home of the Claremont Country Club has meant much to Rock Ridge—much to the City of Oakland

The public records tell that there has been in the whole stretch of foothill lands reaching from Piedmont to North Berkeley one of the most consistent and rapid increases in land valuations to be found in any city in the United States for the same period.

Five years ago the assessed valuation of the land in the Claremont Hill district was \$250 an acre. Today that same property is assessed for \$3500 an acre. Five years ago the assessed valuation of the Piedmont Hill section was \$500 an acre. Today it also is assessed at \$3,500 an acre. Five years ago the land in Rock Ridge, which occupies all of the lower hill territory between Claremont and Piedmont, was assessed at \$250 an acre. This latest subdivision in the Broadway hills was only placed on the market in October, 1909, but the same increase is expected there. The assessor has but kept pace with the actual selling values, but his figures have shown an increase of nearly twelve-fold in these foothill sections within the last five years.

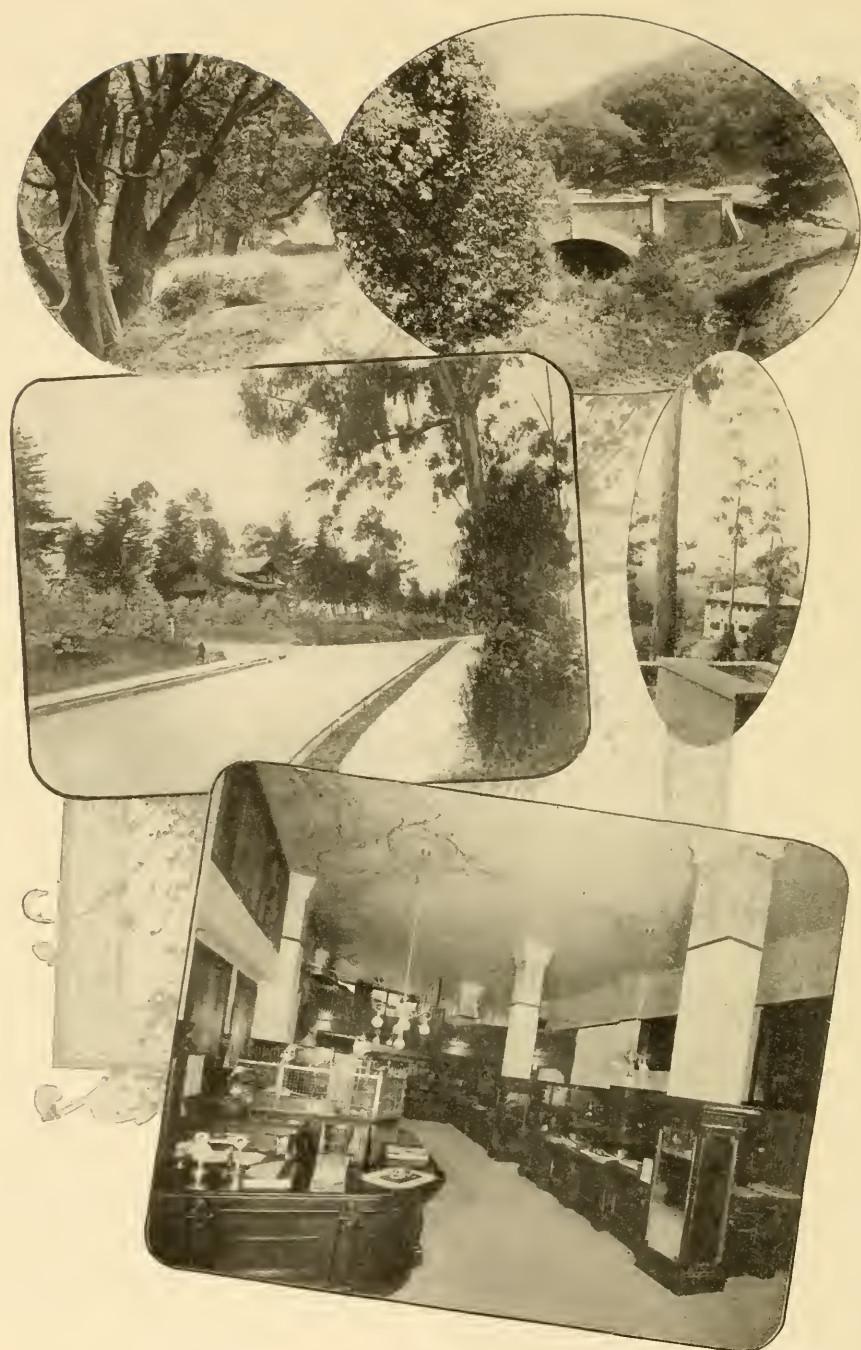
No small part in this development has been the work of the Laymance Real Estate Company, one of the earliest established and best known real estate firms of Oakland. This firm early saw the future that must come to these beautiful foothill properties and positive of this future secured the exclusive agency for the last remaining portion between Oakland and Berkeley, known as Rock Ridge. Spread out over 176 of the choicest acres in the Broadway hills, Rock Ridge had been given its name over forty years before by Horatio P. Livermore and his brother Charles, its former owners, because of a single rock of immense size standing on the hillside overlooking the city. For years that portion of the property not occupied by the Livermore brothers was used by the cities of Oakland and Berkeley as a picnic ground, and as such is known to all the older residents of the East Bay section. It is a property peculiarly fortunate in its location with a wide frontage directly on Broadway, the main street of Oakland, close in to the heart of the business section. And fortunate, too, in that at the time the Laymance Company became interested in it the hills of Claremont and Piedmont immediately adjoining to the

north and south had already been improved and were admittedly the finest residence properties in Alameda County.

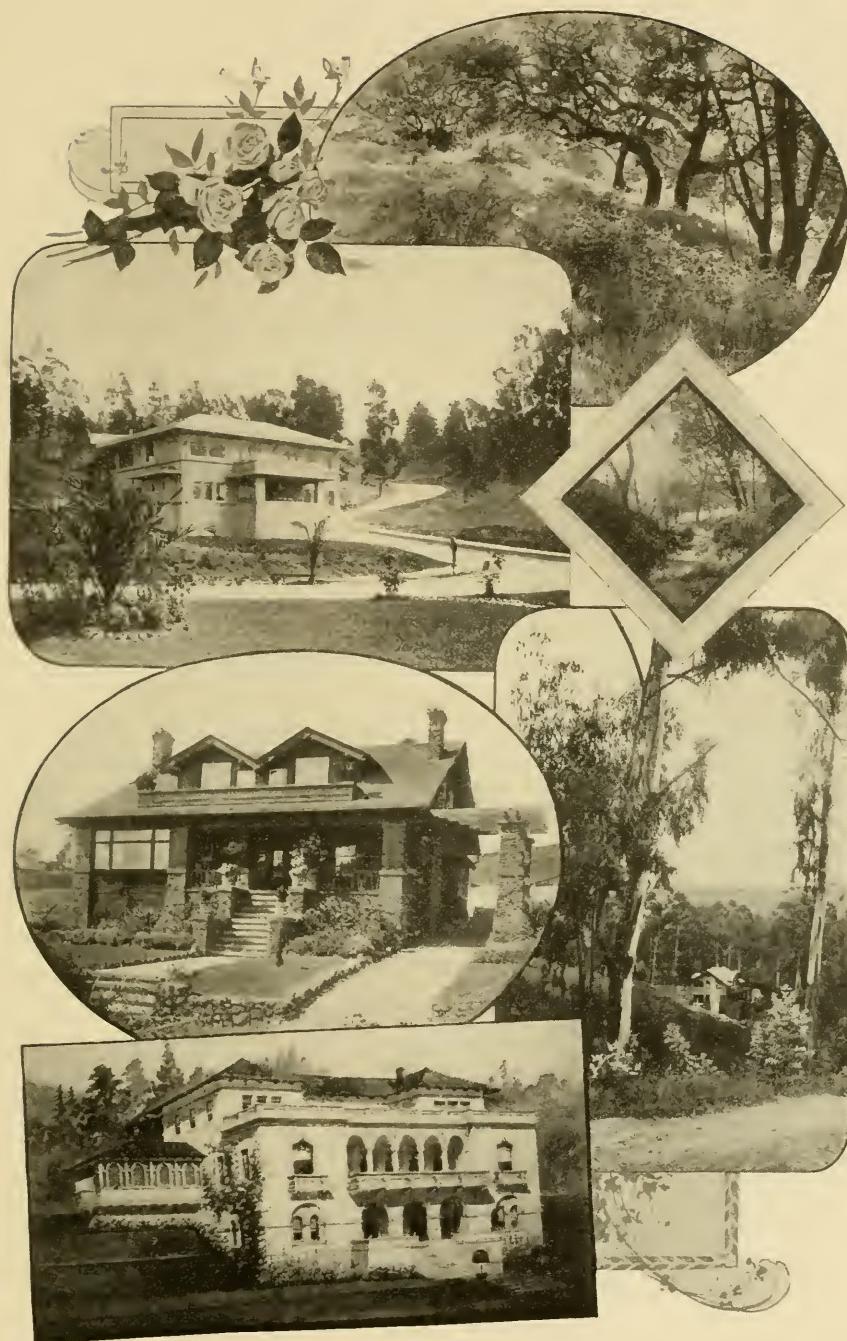
Realizing how important it was to the city of Oakland that Rock Ridge—this last of its foothill properties—be made as beautiful as possible, three years were spent in planning by the Laymance Company before a lot was offered for sale. They did not rest content with their experience gained with twenty-two years of a successful general real estate business. On the contrary, ideas were gathered from all the largest cities of California and the East, with the aim of building Rock Ridge to an ideal residence place that would be a pride to the builders; one that, together with Claremont and Piedmont, would make Oakland known far and wide as a magnificent example of modern city-building.

With this aim constantly in mind—to make Rock Ridge the finest residence property in all California—the Laymance Company began to work out their plans. They determined first of all that the building sites should all be large; that lots should be cut into properties ranging from sixty to three hundred and fifty feet in width, and that further subdivision should not be permitted. They determined that homes must set well back from street lines; and the minimum cost was made the highest in Northern California, varying from \$3,500 to \$20,000, depending on the location in the property. They further provided that once an owner had built on his property he must keep up his garden in conformity with the majority of the gardens in the block in which his property was located. That no tree should be cut without permission. Nor should there be a board fence in the entire Rock Ridge district to a height greater than three feet. Board fences were to be replaced by open wire fences covered with vines or by lattice and green hedge effects. Rock Ridge was to be set apart for all time for the man who cared to maintain a beautiful home surrounded by others of like character, and all having the protection that only such restrictions could give.

The plan followed in improving this splendid subdivision was one that could not fail to bring out the full natural beauty of Rock Ridge. Winding roads were



Picturesque Rock Ridge whose native charm has been increased by the careful, thoughtful planning of the Laymance Real Estate Company



With the charm of Rock Ridge all around, one forgets that the heart of the city is but 12 minutes away

brought from Broadway up along the hill-sides, following the contour of the ground in every instance; heavy cement curbs replaced the wooden curbs usual to most properties; wide parkways planted with beautiful flowers and shrubbery were made to border beautiful streets laid with asphalt macadam; while wide-spreading date palms were planted along the boulevard leading from Broadway to the heart of the property. Public parks were provided for in the scheme of subdivision, all to be beautifully improved by the first owners and accepted by the city on their completion. A beautiful Italian Renaissance entrance—one of the most magnificent that ever fronted a private park residence tract in the history of city-building—was erected on Rock Ridge Boulevard at the Broadway entrance to the properties. A plan as a whole altogether elaborate; yet so successfully has it been carried out that one wonders at the simplicity of it all.

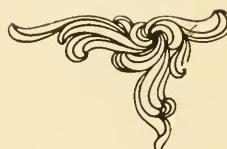
The results of this planning have been all that the Laymance Company had hoped. Rock Ridge was an instant success; sales within the first twenty months exceeded \$550,000. Homes costing up into the tens of thousands began to be built on the hill-sides of Rock Ridge—homes that mean much for the future of Rock Ridge. And much for Oakland. As the months have gone by hundreds of buyers came from all parts of California; they came from the Hawaiian Islands, from the mining country of Nevada and from Arizona; from the

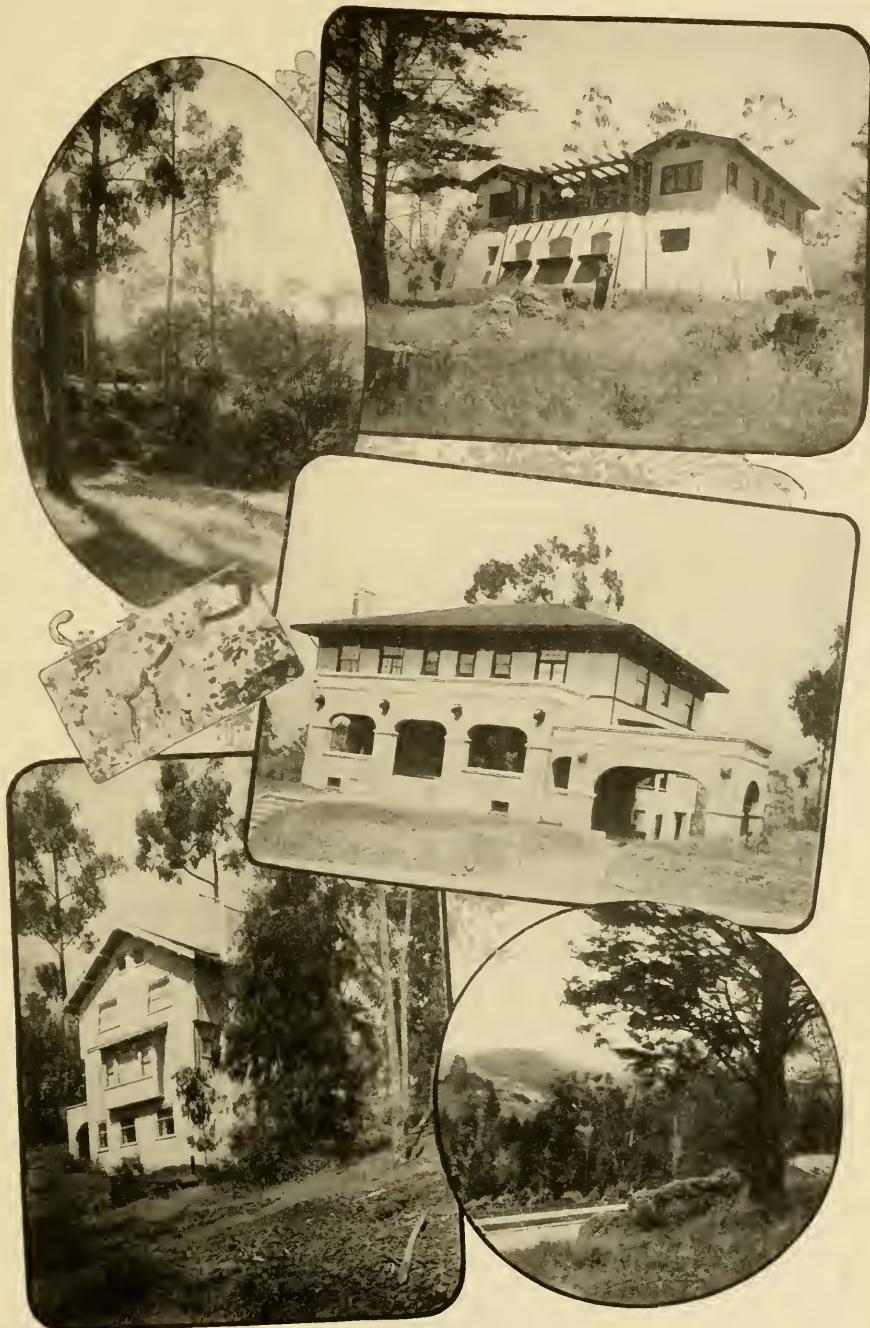
Rocky Mountain region and from States further east, until now there can be found represented among the property owners of Rock Ridge (this latest and last of the hill districts to be opened) men of every section of the country. Piedmont has grown into a well-ordered community of magnificent homes almost in a season. Claremont became dotted with villas and mansions almost as rapidly. Rock Ridge has shown an initial growth which promises a future even more beautiful than the other two.

Practically all of Rock Ridge has a wonderfully beautiful marine view; that magnificent panorama of San Francisco Bay which can be obtained only from Oakland, and then only when one is directly opposite the Golden Gate. Through the trees are sylvan landscapes, beautiful views of Claremont and the Contra Costa hills, while the entire bay region spreads out on the plain below.

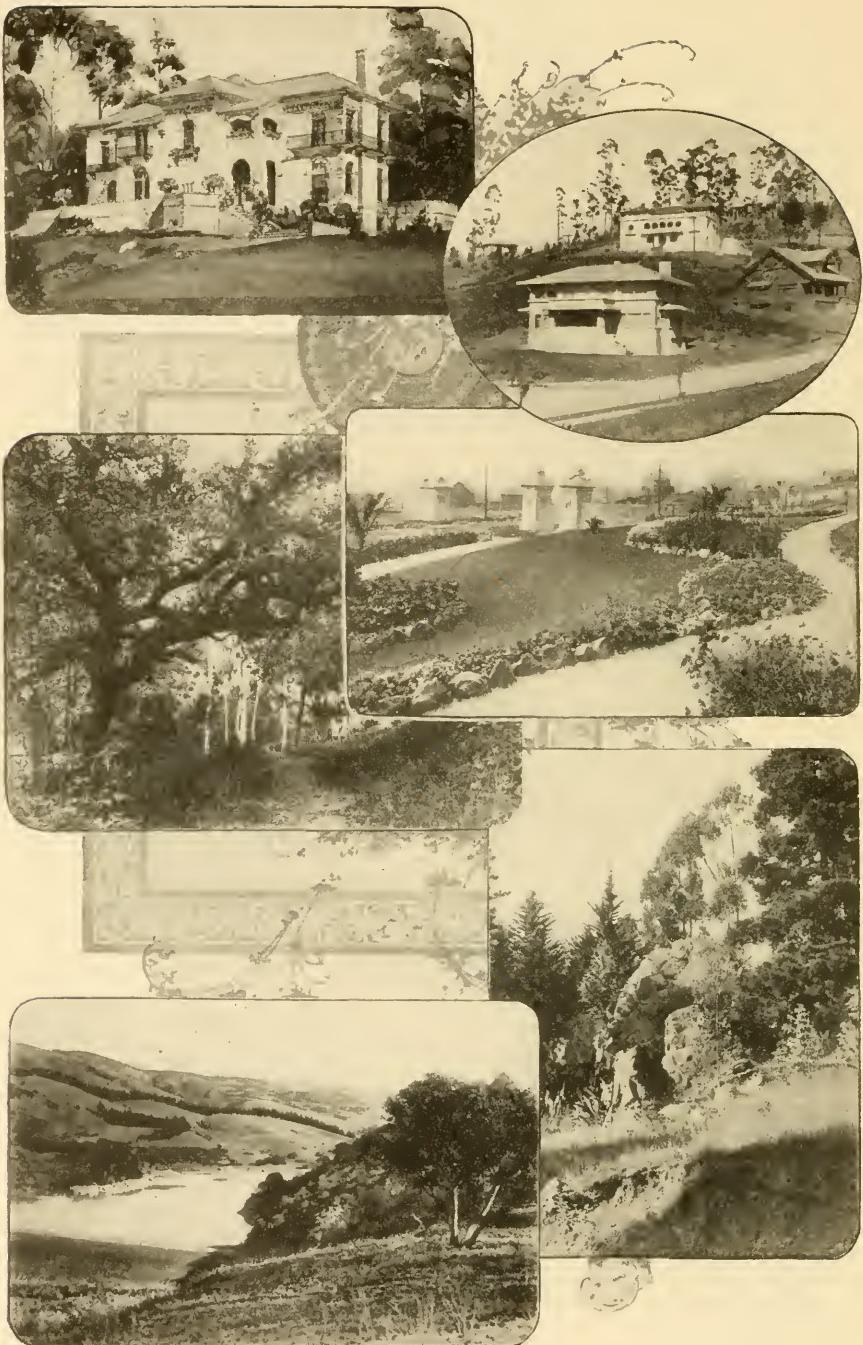
The time spent in making a visit to Rock Ridge will be used most profitably. The view from its hillsides is one of surpassing beauty. As you stand on its highest places and look out over the picture below, as you take in the view of hills and sea with the virile cities of Oakland and Berkeley spread between, you'll find new conceptions, new inspirations for the city in which you live.

Such is Rock Ridge, a part of the city below and yet removed from it. A quiet, restful place for beautiful homes.





In Rock Ridge where meadow larks and quail announce the coming of day, and the air has a woodsy odor



In Beautiful Rock Ridge where the Architect works hand in hand with Bountiful Nature

Realty Syndicate

HE REALTY SYNDICATE, which will take an active part in the developments of Oakland during the next ten years, is one of the wealthiest and largest corporations of the kind in the world. They are the owners of more than \$10,000,000 worth of real estate in and adjacent to Alameda County and hold over \$8,000,000 worth of stock and bonds of the Oakland Traction Co., the Key Route System and the United Properties Co.

The tremendous developments in store for Oakland during the next ten years will see great activities on the part of the Realty Syndicate. This corporation is in the building and real estate business on a gigantic scale. They purchase virgin ground in the best environment on the most advantageous acreage basis, hold the property until the city has built up to it, then put in streets, sidewalks, sewers, etc., and turn acreage into city lots at a big profit. The Realty Syndicate has been given credit for the upbuilding of Oakland and they have probably done more for this community than any other one organization located in Oakland. At the present time they are devoting a large proportion of their energies to the building of homes for individuals, which they sell on favorable terms, providing the same are located upon lots purchased from the corporation. They loan the home-builder money with which to buy the property and allow him to repay the same in fixed monthly installments, the deferred payments bearing current rates of interest.

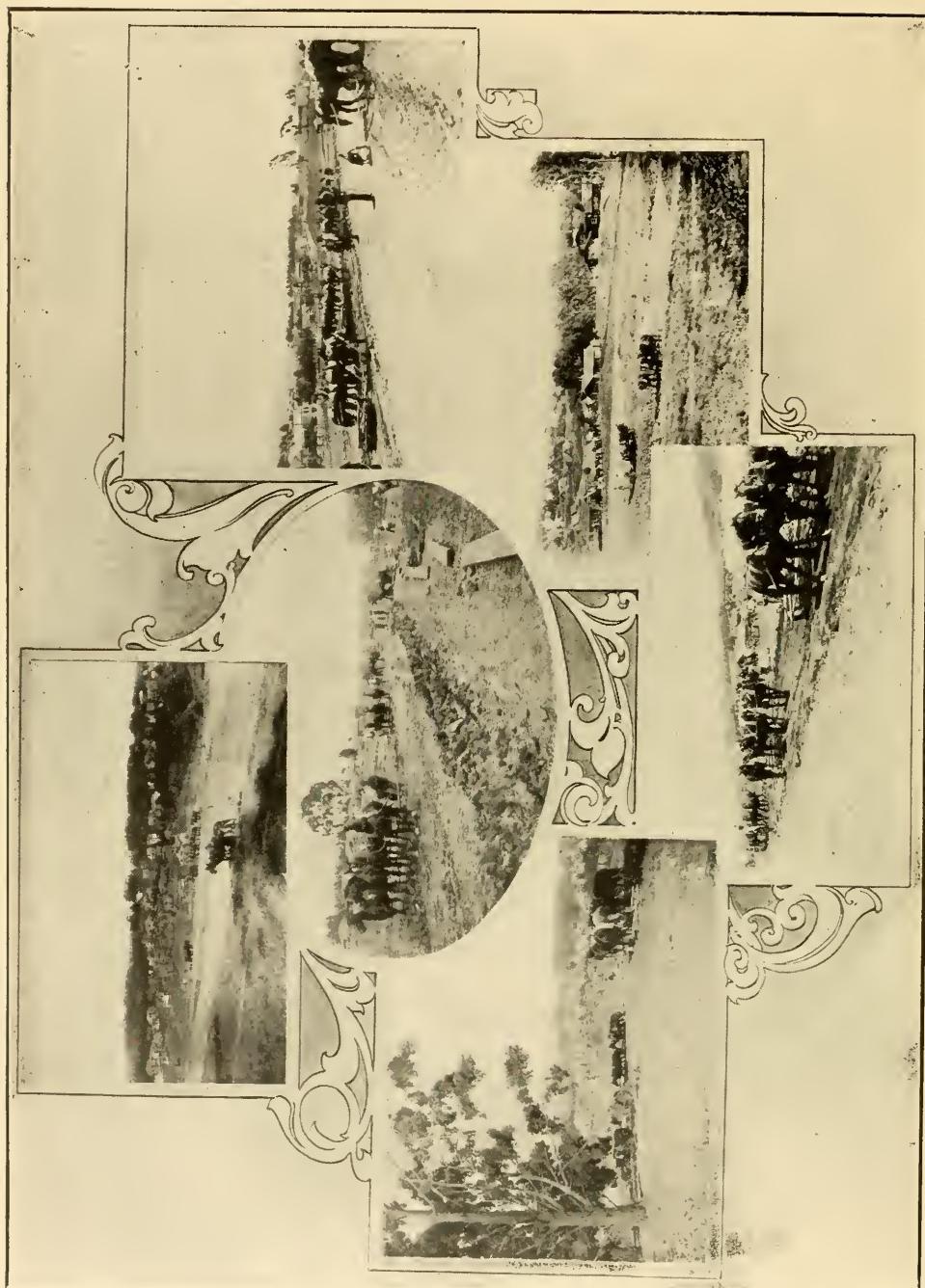
The Syndicate is not compelled to wait, as is the individual, upon the completion of corporation or municipal facilities. They bring together the complete home and the home buyer, develop neighborhoods of a high class nature in absolutely new districts, build carlines and furnish transpor-

tation and have been instrumental, to a very great extent, in making Oakland one of the most beautiful home building cities in the country. This corporation also receives the surplus of several thousand investors throughout California, who are secured by an issuance of Realty Syndicate Investment Certificates paying them 6 per cent. The corporation finds that they can well afford to pay this amount of interest to investors for the reason that they gain a permanency of investment; that is to say, by placing their securities over a wide territory in the hands of thousands of investors, they avoid the risk taken with bank loans, where six or eight banks might, in a financial panic, call for payments at an inopportune time.

Banking precedent requires that a bank shall not loan money in large quantities for long periods. If the Realty Syndicate were to depend upon the banks for money to develop their vast resources, they would at all times be subject to the possibility of being called upon to raise from three to four million dollars in 30, 60 or 90 days, which, of course, could only be done, during hard times, by a sacrifice of a portion of their holdings.

On the other hand, if capital invested with the Realty Syndicate is of a permanent character, with definite dates of maturity, they not only know at all times exactly how they stand financially, but have plenty of money to take advantage of hard times and can actually profit during such periods by making purchases of hundreds of acres of land at rock-bottom prices.

Old and experienced investors agree that hard times must be faced periodically, and that such periods can be made to reap immense profits if properly anticipated by the right financial methods and by a substantial, permanent cash reserve. The Realty Syndicate cannot hope to depend



Development Work of the Realty Syndicate, Constructing Streets and Tract Improvements, which Turn Acreage into City Lots
The Realty Syndicate is the Largest Concern of its Kind in the United States

upon the banks at such times; therefore, to protect their clients, and be able to take advantage of the low prices that always develop when money is theoretically scarce, they prefer to take more time and build up permanently substantial assets rather than to adopt the easier and quicker method of going to the banks and being dependent upon the whims of Wall Street and the unavoidable demands that banks are forced to make when money tightens up.

The second reason why the Realty Syndicate finds it better to cater to a widely scattered clientele is because all banks should rightfully give first privilege to local investors. They could not expect the banks of San Francisco, Los Angeles, Fresno, San Jose, Stockton and Sacramento to finance their great enterprises here in Oakland when they are in duty bound to loan their money in their own cities for local improvements.

Using as they do, all of the time, from two to four million dollars, their Oakland banks would be unable to finance them without handicapping other great public and private enterprises now being carried out in Oakland by concerns other than The Realty Syndicate.

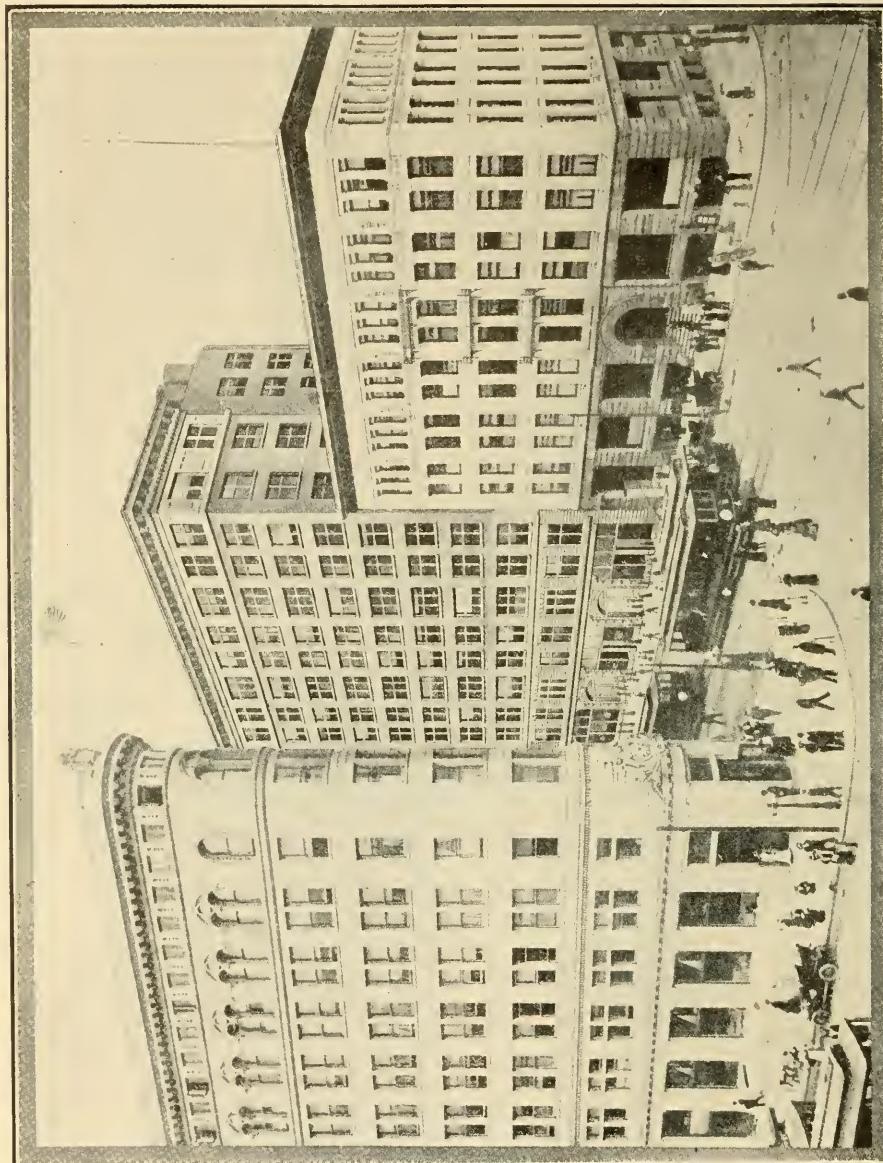
As the largest owners of real estate in Oakland and Alameda County, The Syndicate, for its own good, can best profit by leaving Oakland banks free to loan their surplus to the local public service corporations and smaller institutions of the community, to the home builder, the real estate man, the merchant, the manufacturer and the contractor, who, aided by this money, build up the community and make The Syndicate's assets more valuable without any effort on their part.

The third reason why this corporation prefers a multitude of small investors scattered everywhere is because every investor in its securities is naturally an interested party in all its enterprises. At present, The Syndicate has from 4,000 to 5,000 certificate holders. Every one of these certificate holders has absolute confidence in the institution and lasting friendships are promoted that mean much in a business of this character.

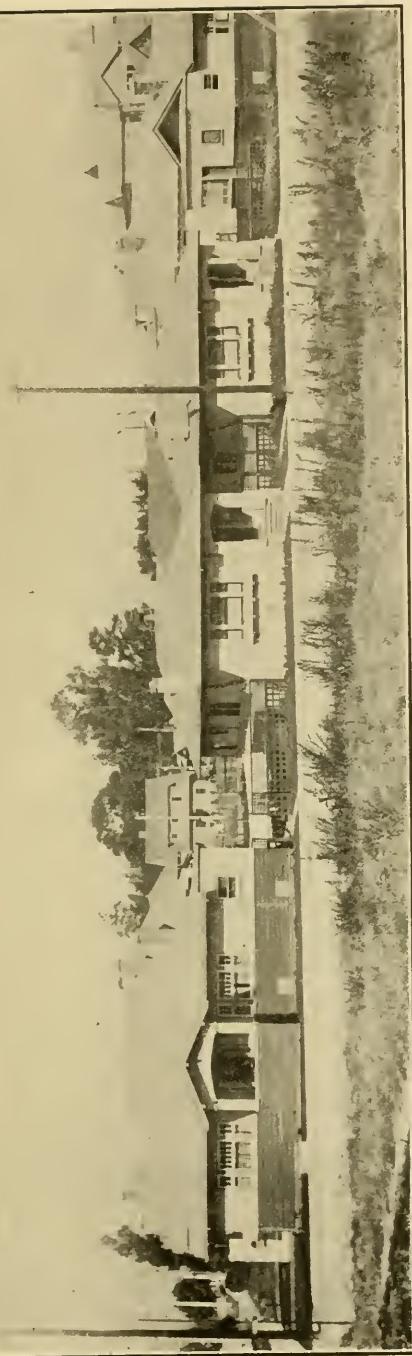
At any time they desired they could probably call upon these 4,000 or 5,000 certificate holders and receive from them from 20,000 to 30,000 names of people interested in buying land in Oakland. Some day the Realty Syndicate will subdivide its great holdings upon a gigantic plan and at that time their clientele of thousands of certificate holders will be of tremendous value in locating prospective purchasers of their subdivision offerings.

That The Syndicate's ideas in this matter are founded upon a sound basis is evidenced by ample precedent in other cities and are also further proven to be correct by their great success here in Oakland, where, in sixteen years, they have built up probably the largest and strongest institution of the kind in the United States.

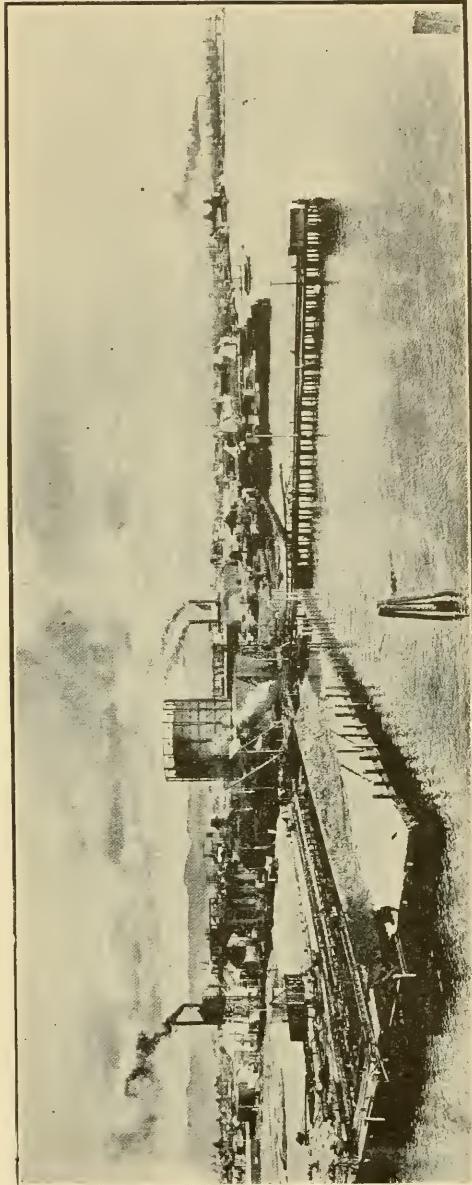
The Realty Syndicate have developed nearly one hundred residential tracts in Oakland, many of which have been almost entirely built up. They are in addition to these, the owners of valuable water-front holdings and undeveloped acreage back of Piedmont worth many millions of dollars. They occupy their own building, a Class "A," ten-story, million-dollar structure on Broadway, near Fourteenth St. F. M. Smith ("Borax Smith") is president of the corporation.



The Business and Financial Center of Oakland, Showing the New Million Dollar Home of the Realty Syndicate
The Intersection of Broadway, San Pablo and 14th Streets



A Row of Cottages Erected for Mrs. Meijer, on Shaffer Avenue, between 44th and 45th Streets, Oakland, by the Home Building Department
of the Realty Syndicate



A Busy Point on Oakland's Water Front, Showing Gas Works

Frank M. Smith

The Financier-Philanthropist, Whose Foresight and Keen Appreciation of the Natural Advantages of Oakland Have Materially Aided Its Rapid Growth and Marvelous Development

By James King Steele

HIgh on the hills above Oakland, overlooking the lovely city, whose tall office buildings, thrusting themselves up abruptly from a sea of foliage, proclaim the transition from a town to a metropolis, is Arbor Villa, a stately home, set in a beautiful floral park. The house is huge, covering an immense area, and is equipped with all manner of luxurious comforts and conveniences. Wide porches surround it, great conservatories adjoin it, roses and climbing shrubs cover its walls. About are broad lawns, spreading trees and flowers—a wonderland of floral beauty bespeaking praise for the constant care and attention which the gardeners have given it for so many years. Below the park lies Oakland, stretching away in unbroken continuity to the water front. Then appears the blue Bay of San Francisco, with its fortified islands gleaming in the sun, and San Francisco showing sharply in the distance. Beyond is the Golden Gate, a gap in the mountain wall whose serrated crests pierce the skyline to north and south—a wonderful panorama, which for variety, size and beauty has no equal in the world.

As one walks about the beautiful grounds of this superb home, he comes suddenly upon a structure which at first glance seems hardly in keeping with its surroundings. This is a rough wooden cabin, such as is commonly seen in the mountains. Before it are several tree stumps and logs. The incongruity of this house of rough boards, in the midst of such luxury and beauty, is striking, and demands an explanation. A

printed card beside the door gives this, and at once it is seen that, instead of being out of place, it is most fitting and appropriate. This is the story on the card: "This cabin was built in the year '72 by Mr. Smith, built with his own hands, lived in by him during the time of his early discovery of borax at Teels Marsh, Nevada."

The little cabin, picked up bodily from its place in the wilds of Nevada, transported and re-erected in the midst of such splendid surroundings, throws an interesting sidelight on the character of F. M. Smith.

Too many men who have gained wealth are prone to forget the time when they did not have as much of this world's goods as they now have. They "turn their backs upon the ladder by which they did ascend" and look with scorn on the things of days gone by. To all such the rude little cabin in the midst of present luxury should prove a valuable lesson.

It was from the door of this cabin, which Mr. Smith built with his own hands in 1872, that he looked out each day over the shimmering surface of Teels Marsh in Nevada.

At that time, Smith was engaged in filling a wood contract for several of the ore mills in the neighborhood of Columbus, Nevada. Like many another young man of those early days, he had gone with the crowd into the mining camps of the great silver State. But, unlike the most of them, he realized that a man must have income if he would succeed, so he took up supplying wood to the camps, as a business,



FRANK M. SMITH

and at the same time kept on prospecting, searching, "testing and hoping to find a valuable mining property."

It was while engaged in this work of running his wood camps and prospecting during all the spare time he could find that Smith first discovered the borax deposits of Teel's Marsh.

The story of this discovery, told in 1905, in his own words to a gathering of the salesmen of the Pacific Coast Borax Company, of which he is president, is intensely interesting.

"I owned two or three wood ranches, had a big band of pack animals and was doing quite a prosperous business in fuel supply. Incidentally I had acquired quite a number of wildcat mining claims.

"Just before my discovery I had erected a good, comfortable cabin in the mouth of a narrow gulch that overlooked the marsh where the cotton balls were being dug out. It also commanded a view of Teel's Marsh, which had not yet been thought of as a borax producer.

"As I tramped over the hills locating the timber I could distinctly see the gleaming white surface of Teel's Marsh, and one day I decided to make a tour of investigation. I took two woodchoppers with me and it did not take long to find that the marsh was covered with a heavy incrustation of a crystal-like substance. Rude tests showed it to be borax, and, as it afterwards proved, I had chanced upon the very richest section of the deposits.

"We made a preliminary location that day and I gathered samples and took them to an assayer at Columbus. Without waiting for the assay I established a dry camp in the marsh, took down provisions and pack animals and proceeded to locate several thousand acres, most of which afterwards proved worthless.

"After setting the men at work, I started on my regular round of visits to the wood ranches and then on to Columbus. Here I found that the analysis pronounced the specimens the very finest borate of soda that had been found up to that time. So I secured two associates at Columbus, laid in fresh supplies and started back for Teel's Marsh.

"I was so impressed by the assays that I crowded the trip as much as possible and made the last of the journey by night, arriving at camp about midnight, guided by the camp-

fires. It was well I did so, for there I found a friend of the assayer who had been given a tip and had gone out in the hope of being able to forestall me in locations. But next morning he started off on a wild goose chase and before he had secured his bearings I had the property well located.

"Up to this time it had been customary to locate borax land under the saline law, a locator taking up 160 acres, but in the fall of 1872 Commissioner Drummond decided that borax lands must be located as placer lands, allowing only 20 acres to each locator.

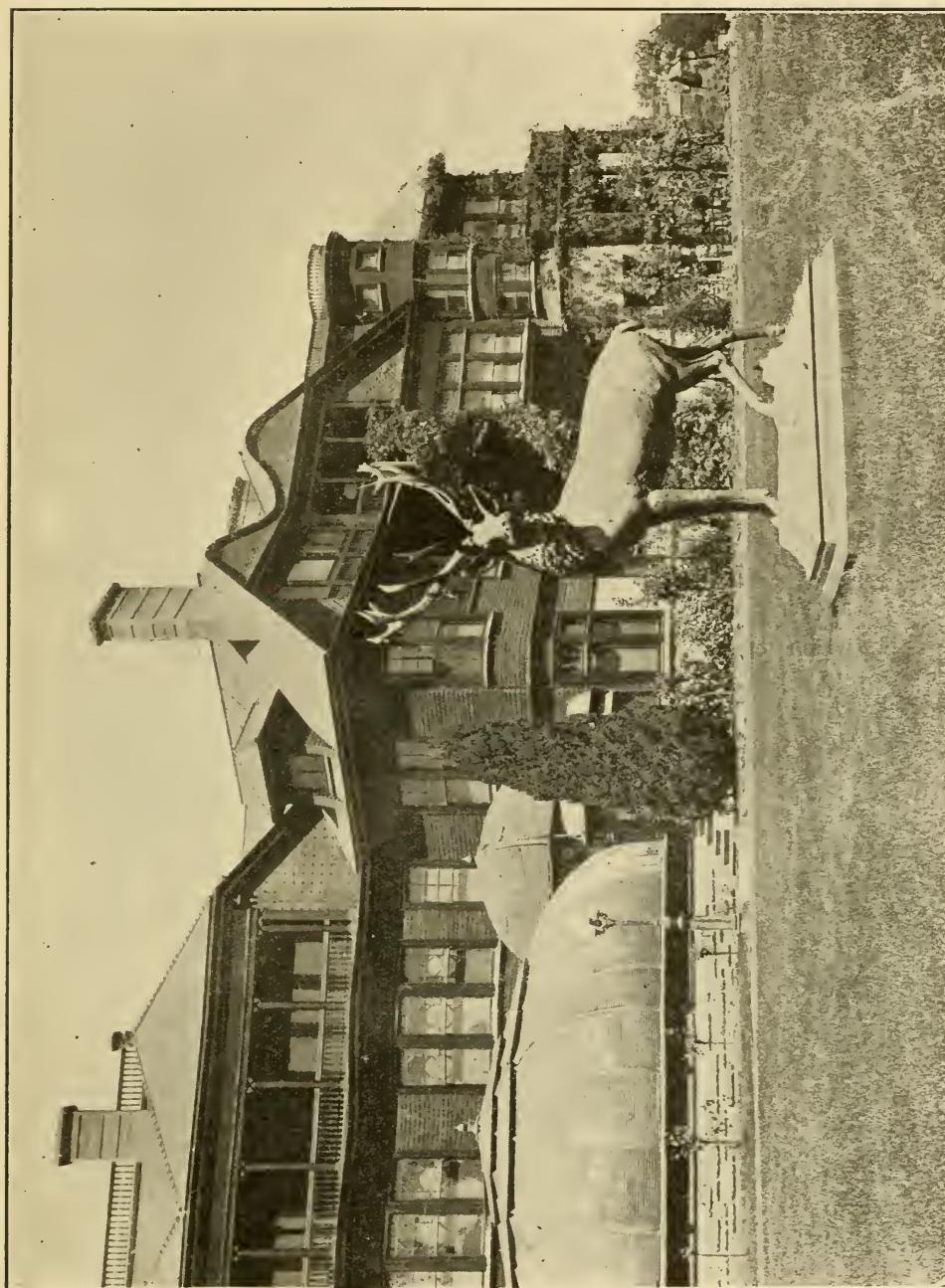
"So our claims had to be all relocated and this added immensely to the trouble and expense. Moreover the borax land was very 'spotted,' only a small portion of it sufficiently rich to pay for working.

"Even at that time borax was worth 30 cents a pound, but it soon dropped to only a fraction of that, and it is interesting to note that grain at that time cost \$140 a ton and hay \$60 a ton at Columbus, which was 25 miles from Teel's Marsh.

"As soon as possible after securing satisfactory title to enough of the borax-bearing land, I made arrangements through my brother with a Chicago company to put up a plant, and the production of borax was then begun on a commercial scale. It was little known except to the druggists and blacksmiths, and druggists were retailing it at 25 cents per ounce. The total consumption in the United States at that time was only about 600 tons per annum, nevertheless before our products got onto the market the price had fallen to about 10 cents a pound.

"Teel's Marsh had been operated almost continuously since the first plant was started, and for many years was the principal source of supply. The total production of the marsh had (to 1905) probably reached 17,000 tons.

"For a long time after the discovery of Teel's Marsh every one in the borax business thought that the borate of soda crusts on the marsh and the cotton balls were the only available natural sources for securing borax. But all this time the teams which were hauling supplies and prospectors into Death Valley were crunching and grinding to pieces a ledge of material that assayed higher in borax than the marsh incrustations which we were working. But one day we had the ledge in the Calico Mountains assayed and found it con-



Palatial Residence of F. M. Smith, 8th Avenue and East 24th Street, Oakland

tained more boric acid than the cotton balls. W. T. Coleman was associated with me in this discovery and it was named Colmanite after him.

"On the marsh mining borax had been a placer proposition. The men gathered it up in winrows, shoveled it into wagons and hauled it to the refining works. But now it became a genuine quartz proposition, with ore in a well-defined ledge. The mine is in the Calico Mountains, among the very roughest sort of desert mountainous country, twelve miles from Daggett, the nearest railroad point. All the supplies, including the water and fuel, had to be hauled there and the ore must be hauled to the railroad for shipment to the refinery.

"The workings are now (1905) over 600 feet underground, the point of profitable working is near at hand, and we are now taking up the development of the deposits in Death Valley, about which more will be said later."

* * * * *

Following the discovery of borax and the placing of it on the market in sufficient quantities to be of commercial value, the price dropped from 30 to 10 cents per pound; and here the genius of Mr. Smith was again demonstrated. He realized that to make borax mining profitable there must be a demand for it. And so he set about to educate people up to its value as a detergent, antiseptic and household commodity and thus create a market.

He had already organized the Pacific Coast Borax Company and erected a great refinery at West Alameda, California, which refinery, it may be noted in passing, was the first reinforced concrete building in the United States, and pioneered the way for this now popular method of construction. The borax was brought from the mines in Death Valley and the Calico Mountains to the railroad and thence to the refinery.

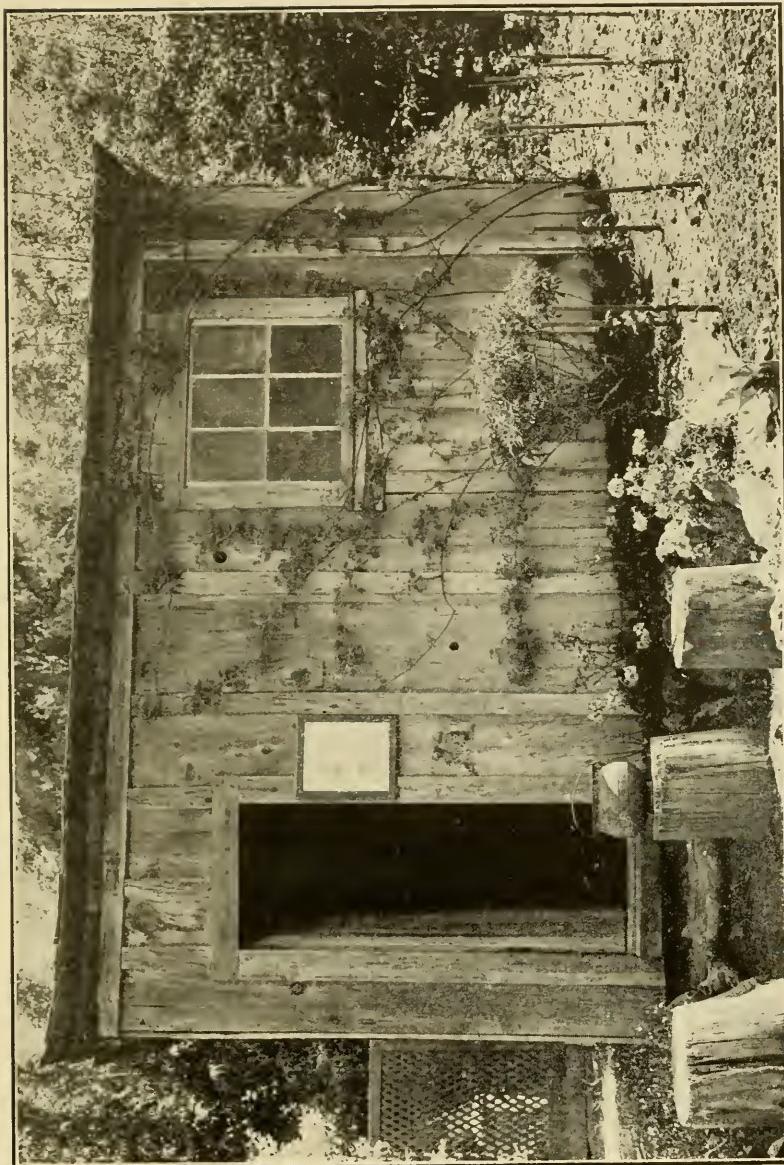
Mojave is the nearest railroad point to Death Valley and the dreary wretchedness of the trip from Death Valley to Mojave could not be pictured. For 167 miles the road stretches away, encountering one obstacle after another. There is more than 50 miles of desert to be crossed without a drop of water, with the winds blowing incessantly, carrying clouds of sand, and the sun beating down unmercifully. There are rugged precipitous mountains to be crossed, with im-

passable grades over which heavy loads must be hauled with safety; there is one strip of 40 miles where the road raises on an average grade of 100 feet to the mile. The difficulties at first seemed insurmountable.

When development began there was no mode of conveyance which answered the requirements. So the problem was taken up, under direction of Mr. Smith, by J. S. W. Perry, the superintendent of the company's mines in the Calico Mountains. His task was to construct a vehicle strong enough to stand the tremendous strain of the road and the dreadful heat of the region and large enough to carry a carload of borax and to take it through the rocky canyons and up the precipitous mountains of the Panamint range.

As a result Mr. Perry gave the company the largest wagons in the world and the famous 20-mule team. Feed and water stations were established along the route. At some places water tanks on wheels were used; the team going in fills the tank and hauls it to the next station, and the team coming out returns the empty tank to the nearest spring. The tanks were necessarily made of iron because of the terrible heat of that region—wooden tanks would dry out and fall to pieces as soon as partly empty.

It takes a pretty big wagon to load half a carload of borax onto it. But when that wagon must be hauled through deep beds of sand and up steep inclines and down sharp declivities, all the time grinding over rocks and smashing against boulders under a burning sun, it calls for something very unusual in the way of wagonmaking. And the wagons that the 20-mule teams haul are unusual. The rear wheels are seven feet in diameter, with a tire eight inches wide and five inches thick. The forward wheels are five feet in diameter. The spokes are of split oak five and one-half inches at the butt. The forward axletrees are made of solid steel bars three and one-fourth inches square. The bed of the wagon is sixteen feet long, four feet wide and six feet deep, and the distance between the wheels is six feet. The whole wagon weighs 7,800 pounds and they cost more than \$900 apiece to make them. Ten of these wagons were built and they were in constant use for five years without a single breakdown. Some of them have been used recently to haul borax from the Calico Mountains to Daggett.



This cabin was built in the year '72 by F. M. Smith with his own hands and lived in by him during the time of his early discovery of Borax at Teel's Marsh, Nevada. Mr. Smith thought so much of this old cabin that he had it moved to Oakland where it enjoys a distinguished place in his present magnificent home grounds.

It requires considerable motive power to handle these immense wagons, for two are generally coupled together, one behind the other, so that the load is a full carload. But the team, made up of two horses and eighteen mules, handles the load with comparative ease, and covers from seventeen to twenty miles a day.

The horses attached to the tongue are great, big 2,800-pound teams, and ahead of them stretch the mules with their doubletrees geared to a chain leading from the front axle. The most tractable pair of mules is put in front, while the more fractious, the stubborn and the vicious teams are placed between. The high leader has a shorter strap from the left jaw than the other mule has, and from this bridle a braided cotton rope about half an inch in diameter runs back through the bridle of each mule to the hand of the driver, who sits on a box in the front of the wagon, some eight feet above the ground, or on the "high wheeler." This braided cotton line is the famous "jerk line," about 120 feet long, with which the team is guided.

In advertising his product Mr. Smith did most spectacular and effective advertising. Keenly alive to the impression which is made on the public by anything unusual, he seized on the means of transportation as his trade mark and made the "20-Mule Team Brand" famous the world over. Not only was it spread broadcast throughout the press of the country, but the famous 20-mule team, under the charge of "Borax Bill," the most famous of the 20-mule teamsters, was sent under its own power to all the leading cities of the country. Borax Bill was a character worthy a place in history, and his feat of driving his team of twenty mules hitched to the great freighting wagons and guided solely by the "jerk line" up Broadway, New York, from the Battery to Forty-second Street, still is told as one of the marvelous feats of horsemanship.

With the advertising came increased consumption of borax and its products and Mr. Smith increased the scope of his operations. He established another large refinery at Bayonne, New Jersey, which serves the Eastern trade. Then he went abroad and organized the United Borax Company, Ltd., of London, England, which is capitalized at some millions of pounds sterling and pays immense divi-

dends. These companies practically control the borax output of the world, and as president of them Mr. Smith is referred to as the "Borax King."

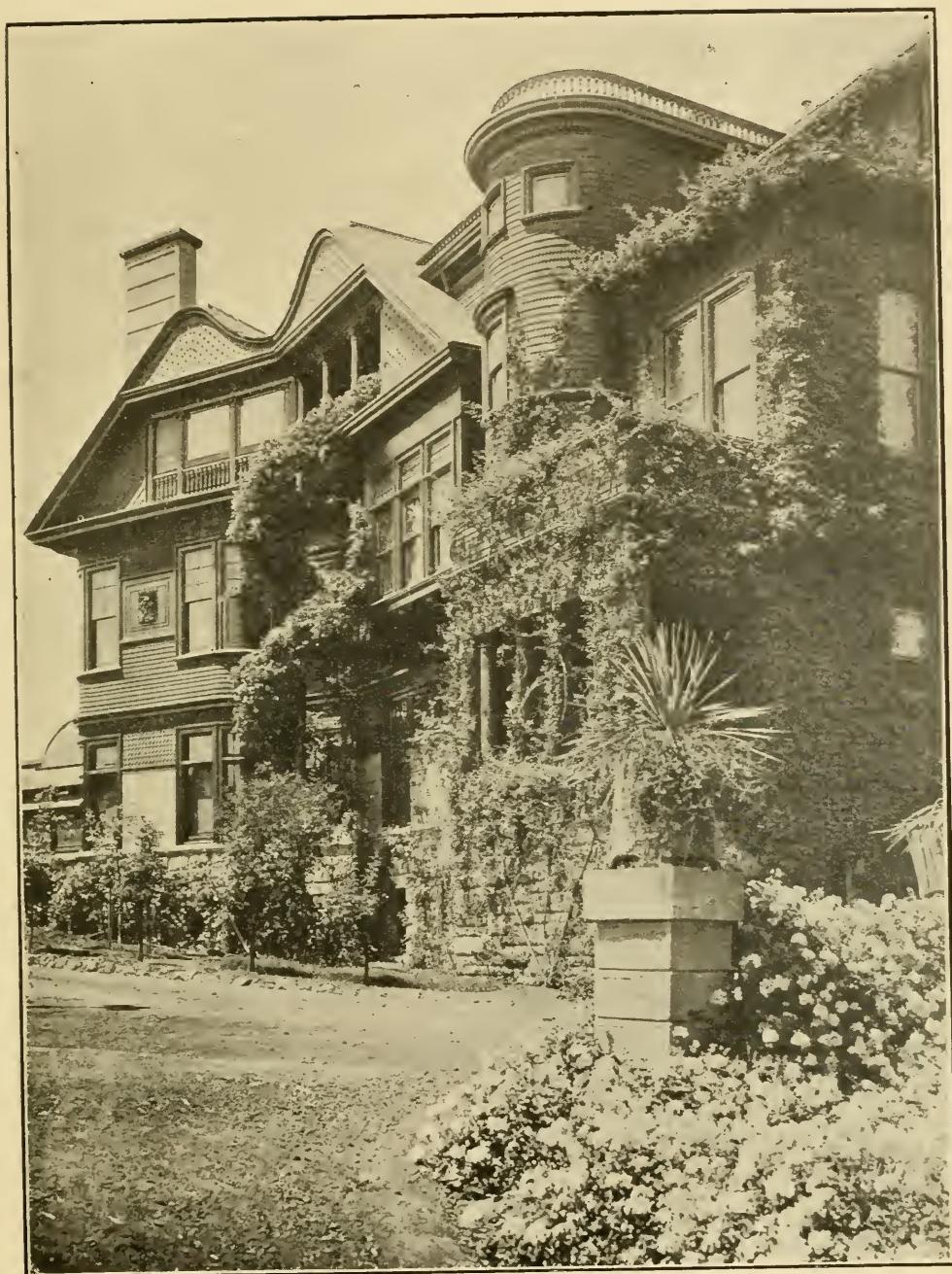
A Power in Other Lines of Industry.

But Mr. Smith has not confined himself to the borax business alone. Other lines have attracted him and have been benefited by his entrance into those fields. This is particularly true in the matter of the transportation situation. Just as his active mind grasped the problem of transporting the borax across the desert sands to the railroads and manufactured giant wagons drawn by the greatest teams of animals ever used for commercial purposes, so he looked over Oakland and realized the need of adequate transportation facilities. As a result the Oakland Traction Company was organized and later on the Key Route system. By means of these lines and their affiliations, Oakland and the adjacent territory is now the most efficiently served of any city in America. From poorly constructed and operated street car lines, Mr. Smith and his associates have built up a splendid urban and interurban system, serving the city of Oakland and the entire territory from Berkeley to Haywards, a distance of over twenty-five miles, operating magnificent cars and trains at frequent intervals, and the development along these lines has but begun.

Mr. Smith is a great believer in organization. From the first his companies have been models of organized efficiency. This is because he has the power of enlisting the absolute support and loyalty of every man who works for him. Through his personality he binds his lieutenants and associates to himself with bonds that cannot be broken. He is a just man, a liberal man and a wise man, and as he has progressed he has taken those who have helped him along with him, making them share in his prosperity. His latest move in the direction of organization was the incorporation of the great United Properties Company of California.

A Mighty Power in the Transportation World.

Under this head all the transportation properties in which Mr. Smith is interested, with a number of water and power and other public utility companies, were merged into a giant



Another View of F. M. Smith's Residence, 8th Avenue and East 24th Street, Oakland

corporation known as the United Properties Company of California, with a capitalization of \$200,000,000.

With this tremendous organization, of which he is president, Mr. Smith practically controls the transportation situation on the mainland, or Oakland, side of the bay, and that he intends to use it for the development of that side is evident in the broad scope of the plans and improvements now being considered.

Chief of these is the filling in of the present Key Route pier, making a solid earth mole 200 feet wide from the shoreline almost to the pier terminal. In connection with this a gigantic system of model docks and wharves will probably be built extending from the southern side of the mole and capable of accommodating the largest trans-Pacific liners. Franchises and permits for this work have been granted by both the United States government and the city of Oakland and the plans are now under way. The filling in of the Key Route basin by which hundreds of acres of valuable water-front land will be gained for factory and industrial sites, is another feature of this colossal plan of development. Another angle is the addition of freight business to the present passenger traffic of the Key Route, which will enable it to secure practically all the terminal freight traffic of the mainland. This naturally will be of enormous value in the building up of those sections suitable for factories and shops of various kinds. With its facilities the Key Route will be able to handle freight direct from the ships lying at its docks to the cars on its own rails, whence they can be switched to any of the three great transcontinental lines operating with it.

A Man of Force and Charming Personality.

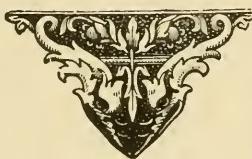
Like all men who have forced themselves through their own efforts and indomitable will over all obstacles to success, F. M. Smith is a man of great force and power. His mind is quick to see opportunity and equally quick to act upon it. He is a keen judge of men, selecting his assistants with infinite care and then backing them up to the last notch, giving them full authority as fast as they can handle it. In this way he has surrounded himself with a coterie whose brilliance of performance is only equalled by their devotion to their chief.

He is a sociable man, though not in the sense in which "society" is used. He loves his friends devotedly and nothing pleases him better than to have them about him. His home in Oakland and his summer home on Shelter Island, New York, are always filled with those to whom he can give pleasure.

In charity Mr. Smith is as broad as he is unostentatious. His Home Club is a beautiful example of this. Adjoining the magnificent grounds of his own home he has built a number of attractive cottages and bungalows. These, completely furnished and equipped, are provided for worthy girls selected by the lady directors of the Home, and all cost of their maintenance, education and welfare is borne by Mr. Smith for a certain period. As an illustration of practical, helpful Christian charity it is one of the most striking to be found in this country.

The city of Oakland should be proud to claim Mr. Smith as its citizen. No man in the country is in a position to do more than he to bring Oakland to its rightful place as Queen of the Pacific. Nor is there anyone who has evinced a more sincere desire to do this very thing for the city in which he lives and loves.

Hotels



Hotel Oakland



THE NEW HOTEL OAKLAND which is now nearly completed, will not only be as handsome and large as any hostelry on the Pacific Coast, but will rank along with the best hotels of the United States.

The site of the hotel embraces an entire city block, 200 by 300 feet in dimension. The foundation walls are massive structures of reinforced concrete of unusual strength, and the frame is formed of structural steel of the heaviest and strongest type. The outer walls and all the floors are of reinforced concrete, assuring the greatest stability and safety. No building undertaken to be erected in modern times embraces within its foundations, walls and floors more complete and perfect elements of safety than the Hotel Oakland.

The structure is designed in the style of the Italian renaissance, and rises seven stories above the ground floor. The main portion of the building is surmounted with two noble towers rising four stories above the roof. This main section is 300 feet long, lying on Fourteenth Street, from Harrison to Alice Street, and at each end the wings extend at right angles a full 200 feet to Thirteenth Street, producing a central court on Thirteenth Street. The structure is faced with Carnegie pressed brick of a delicate cream-gray tone, and the architectural effect of the exterior is completed by a terra-cotta tile roof.

The Arcade.

The Court on Thirteenth Street in front of the main entrance, in size 90 by 155 feet, is sure to be a most appreciated feature of the Hotel Oakland from an artistic point of view. It is flanked on either side by an arcade of concrete columns, being almost a replica of the loggia of the Cancelleria Palace at Rome.

The Main Entrance.

The court will be laid out in gardens of California loveliness and traversed with a carriage drive in the shape of a half moon from Thirteenth Street to the marquise at the main entrance. With the top of the arcade specified to carry a great number of large lights, and the outline of the towers emblazoned in a flood of electric scintillations, the effect of the ensemble at night on the garden and arcade is one which can be inspiringly imagined with delight.

The Lounging Room.

The main entrance to the hotel will be situated on Thirteenth Street at the rear of the court. From this charming exterior one will enter the lounging room, in size 40 by 80 feet, and finished in Caen stone, with an elliptical vaulted ceiling pierced by circular vaults over the windows and decorated in the highly ornamental style of the Italian renaissance and, in the manner of that period, colored in soft, warm tones. Growing plants in profusion will add to its restful effect. The balcony and mantel of this room will be of Hoptonwood marble, the floor of marble and tile.

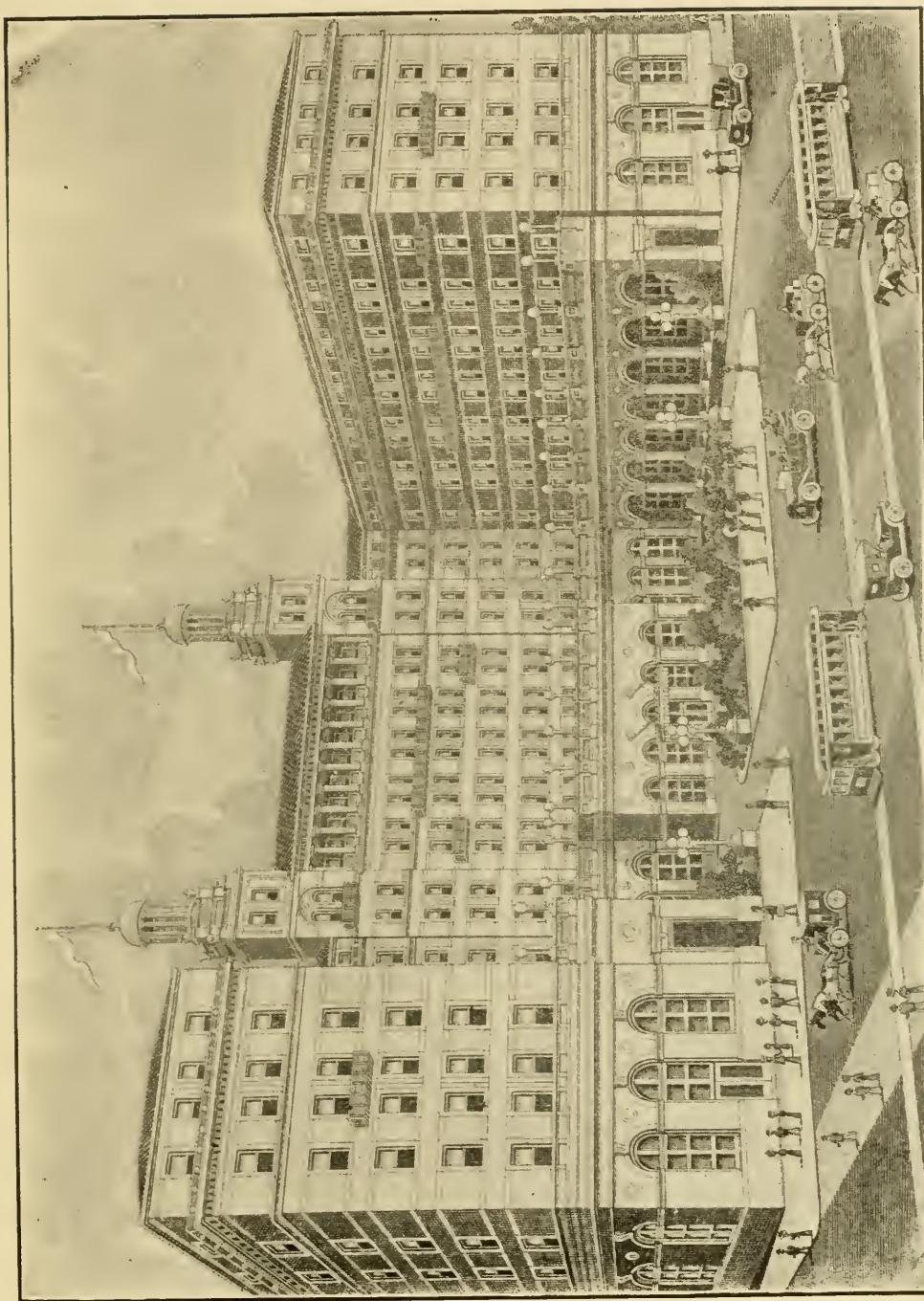
The Office.

To the left of the lounging room will be the office, connected by wide corridor with the Harrison Street entrance, and between the office and the entrance will be located the concessions on each side; that is, the carriage agent, flower stand, telephones, telegraph office, check room, news and cigar stands, stenographer, etc.

Office and corridors will also be in Caen stone, with tile and marble floors.

The Ballroom.

The ballroom, 56 by 108 feet, with promenade at each end, will be in Corinthian de-



The Magnificent New Hotel Oakland, Popularly Known as the "Bankers' Hotel," 13th Street, Oakland

sign, with ornamented plaster ceiling, decorated pillars and polished oak floor. An unusually beautiful crystal chandelier, eight feet in diameter, with four smaller supporting lights in the corners, will cast their brilliance on exquisite hangings and decorations of ivory and apricot. This room, which is one of the largest, if not the largest, ballroom on the Coast, and promises to be the most beautiful, is also directly connected with the reception and dining rooms, and it is so arranged that the tea room as well may be added to this suite. Guests attending a ball will pass through the Alice Street entrance into a large reception room, thence into a dressing-room lobby, from which lead the men's and women's hat and cloak and toilet rooms.

The Dining Room.

The dining room, connected with the ballroom and directly in the rear of the lounging room, will be of Caen stone, with ceiling highly ornamented in colors. The four large, full bronze and brass lanterns which will illuminate it will be patterned after the lanterns in a noted French chateau.

The Cafe.

The cafe, which is on the northwest corner of the building and which will be arranged to accommodate about 275 people at one time, will be paneled in oak from the marble and tile floor to the ornamented English plaster ceiling. The room will be lighted by two chandeliers of the Dutch type, besides numerous wall brackets. A music gallery above the door will furnish the music for both the cafe and the lounging room.

The Clubroom.

An extra \$5,600 was added to the original cost of the clubroom in order to make it surpass anything of its kind on the Pacific Coast. It will be entirely paneled in oak, with Italian ceiling in colors. The leaded glass windows will have richly colored medallions inset, something unusual and very effective. There is no doubt but that this room will appeal to the men guests, and it is certain that nothing which will add to their comfort and content will be lacking.

The Hotel Accommodations.

The tea room, at the right of the lounging room, will be charming in its simplicity and very inviting. The walls will be hung with velvet and the room finished in delicate tapestries and set with exquisite furniture. With "tiffin" a feature of the hotel's social life, this room will be a popular meeting place for Oakland women.

The kitchen is placed between the dining room and the cafe, insuring quick and satisfactory service. In this most important room all the modern equipment of an up-to-date hostelry will be installed, including a complete refrigeration plant and every labor-saving device perfected within the last few years. Special attention will be paid to the service of meals in the rooms, a serving room having been provided for this purpose.

The barber shop, near the clubroom, will have white tile wainscoting and floor, with marble basins, and will be strictly up to date in every particular.

Three banquet rooms and anterooms, children's dining room, hat and cloak rooms, ladies' cloak rooms, etc., will be on the mezzanine floor. On this floor, also, are twelve drummers' sample rooms, averaging from 14 by 24 to 16 by 50 feet in size, connected with baths and arranged especially for traveling salesmen who require the best of accommodations.

On the second, third, fourth and fifth floors are 292 bedrooms, varying in size from 14 by 24 to 20 by 24 feet, and 150 bathrooms. When the sixth and seventh floors are completed the hotel will contain 500 bedrooms and 300 bathrooms. The bedrooms, although simple, will be very beautiful, finished and furnished in mahogany. There will be a telephone service in all the rooms, and all the principal rooms, as well as the parlors throughout the building, will be provided with a clock service regulated by the Western Union Telegraph Company. The bathrooms will be provided with tile floors and wainscoting, built-in porcelain tubs and lavatories of the very latest pattern.

The basement will contain the power plant, including two boilers supplying steam for 10,000 square feet of radiating surface in the building, as well as hot water, and

there also will be located the bakery, store-rooms, help's kitchen and dining rooms, employees' lockers, etc. It is so arranged that the general stores come down on a separate outside elevator and are checked and distributed by a single man, cutting down this cost of operation to a minimum.

Part of the basement will be so finished that, should it be deemed advisable in the future, Turkish baths may be installed.

The hotel will be provided with inclosed

fireproof staircases at the end of every hall, and the American District Telegraph Company's fire alarm and watchman's signal box service will be installed.

There is an additional merit most appropriate to a California caravansary in that practically every room in the hotel will receive sunshine at some part of the day and all rooms will receive light direct from the open street.



Hotel St. Mark

HE largest and most prominent of the commercial hotels in Oakland in operation at the present time is the Hotel St. Mark, located at the corner of Franklin and Twelfth Streets. This fine structure was built in 1907, is eight stories in height and has 250 rooms. The cost of construction was about \$300,000.

The hotel gets its name from Martin E. Marks, who built it and who owns it. Mr. Marks has spared no expense in the equipment and furnishings of the hotel. The hotel generates its own electricity for light and power and has its own wells and pumping plant. The 250 rooms are elegantly furnished in mahogany, fumed oak and walnut, the furnishings alone costing over \$100,000. The structure is built of steel and concrete and is absolutely fireproof.

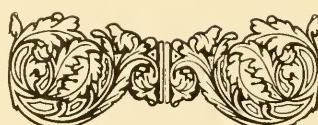
The St. Mark has entertained many guests of national reputation, among the notables being Opie Reid, the well-known novelist; Victor Metcalf, while Secretary

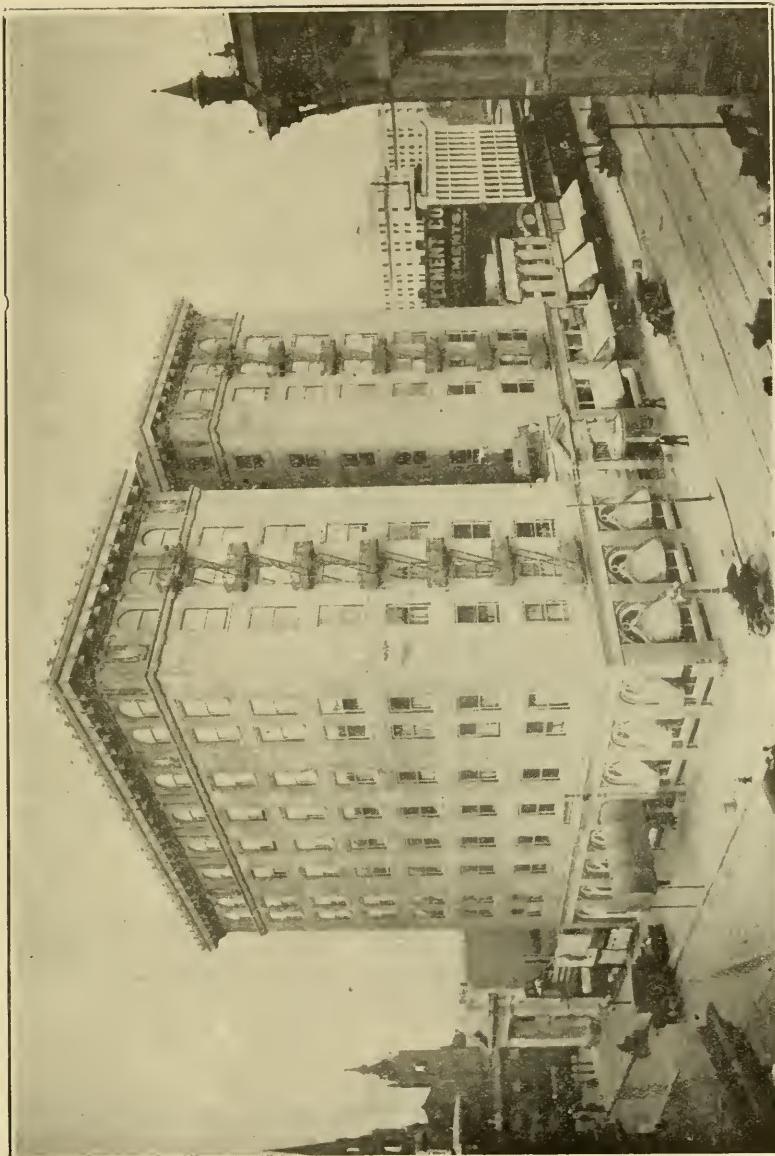
of the Navy, during the visit of the fleet; Wu Ting Fang, Chinese Minister, and President Taft, in 1909.

The management of the hotel has always been of the best. The hotel was opened by Elmer F. Woodbury, formerly connected with the Hotel Cadillac of New York, who was succeeded by Richard M. Briare, formerly of the Palace Hotel of San Francisco and late proprietor of the Metropole. The hotel is now managed by Martin E. Marks, whose other business interests have been so arranged that he is now able to give it his entire attention.

One of the features of the hotel is its excellent dining room. Its table d'hote dinners and luncheons have become popular with Oaklanders from all over the city.

The St. Mark has twenty-six large sample rooms for the exclusive use of commercial travelers, and there have recently been installed the best appointed Hammam Baths in the city.





Hotel St. Mark, 12th and Franklin Streets, Oakland, California



E. C. DYER
PROPRIETOR "KEY ROUTE INN"

Key Route Inn

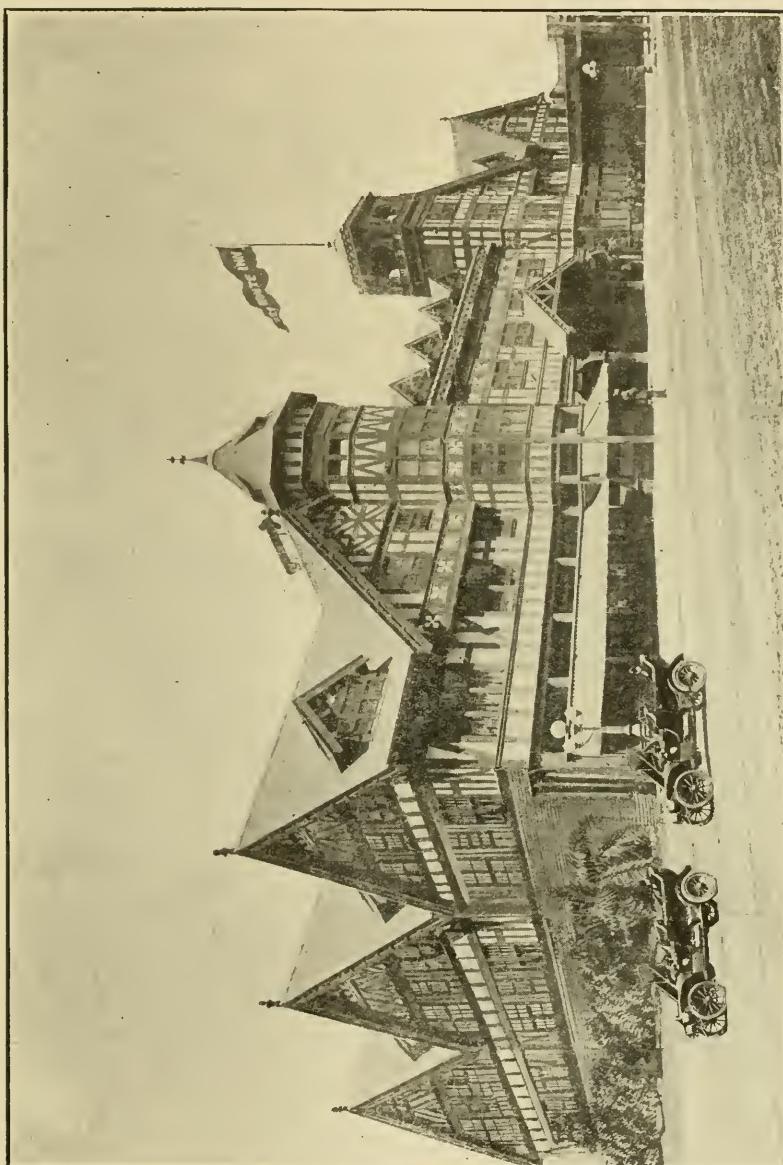
 ONE of the most representative hotels in the West is the Key Route Inn, at Twenty-second Street and Broadway, Oakland. It has several unique features all its own, one of which is its location at the terminal of the Key Route, whose modern electric passenger cars glide quietly in and out of a spacious covered station directly in front of the hotel entrance, which really appears to be part of the hotel itself.

The Key Route Inn has 160 rooms and is conducted on both the European and American plans. The well-appointed dining room overlooks the private park belonging to the hotel. The general environment in the matter of location and grounds, the management, cuisine and service leaves little to be desired.

Mr. E. C. Dyer, who is the proprietor as well as the active manager of the hotel, is one of the best known and most efficient hotel men in the country, and a gentleman who always commands considerable patronage wherever he is located because of his uniform courtesy, his polish and refinement, and further, because he is a past master of the hotel business from kitchen to roof.

Mr. Dyer at one time had practically closed a business deal to lease the Fairmont Hotel of San Francisco.

Mr. Dyer was formerly connected with the management of the Del Prado and Windermere hotels in Chicago, and three years ago was manager of the Buckingham in St. Louis. No doubt Mr. Dyer will be heard from in connection with some of the new larger hotels in this vicinity in the future.



Key Route Inn, 22nd and Broadway

Casa Rosa Apartments



NE of the best appointed and most beautiful apartment houses on the Pacific Coast is the Casa Rosa, the property of Mr. J. J. Kennedy of this city.

The guests living there find a most agreeable environment, with every device for comfort and ease known to the designers of buildings of this type and character. Casa Rosa is completely furnished with modern equipment; heat, electric lights, hot and cold water and vacuum house sweepers are included in every apartment. Each apartment also enjoys its own private hall and private telephone.

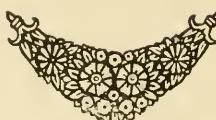
Architect J. Cather Newson outdid himself in the designing of this structure, as the architectural style is not only beautiful but odd and unique and possesses an air all its own. The building is 62 by 100 feet, located on Market Street, opposite Fifteenth Street. Its location gives it the advantage of being convenient to the downtown shopping district while still in one of

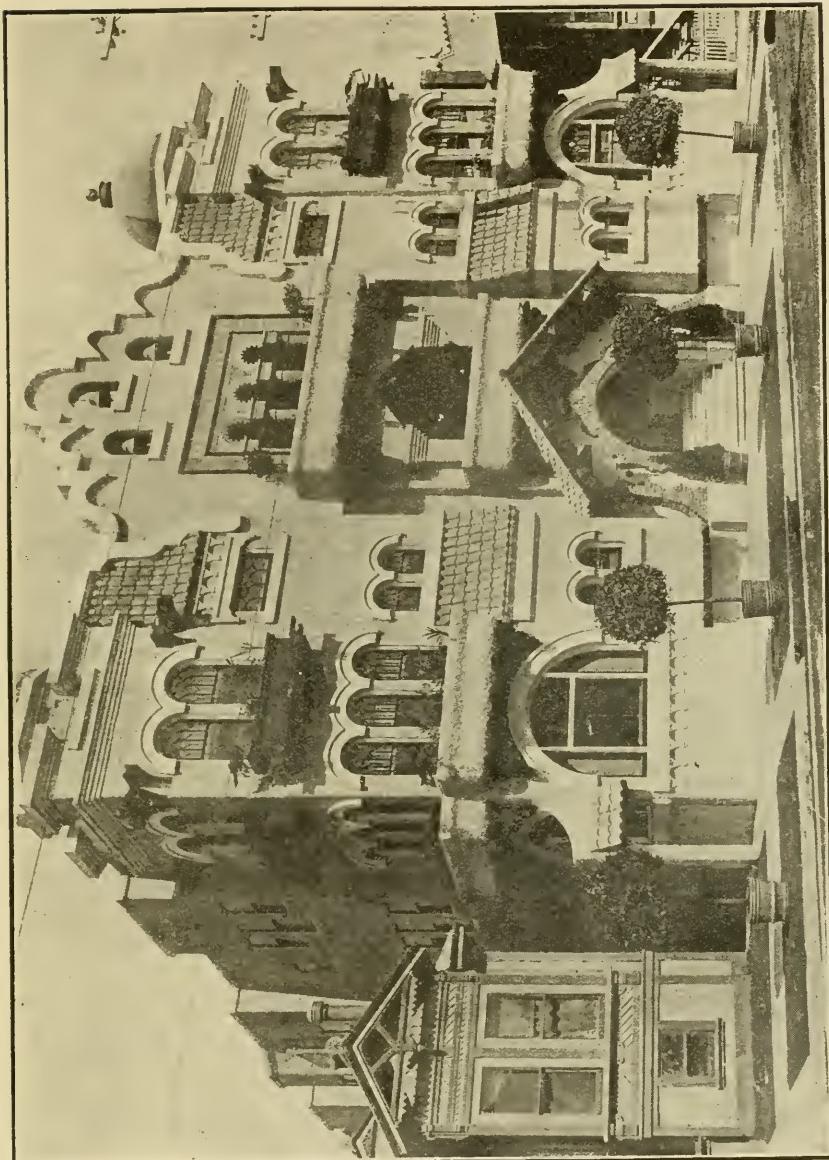
the most desirable residence districts of Oakland.

There are fifty-four rooms; eighteen apartments of three rooms each. All of the apartments are roomy, clean and sanitary and leave little to be desired as to convenience, comfort and luxury. Complete fire protection is given by four large exits; an auxiliary protection against fire is the big forty-four gallon chemical fire engine, mounted on wheels and capable of taking care of any emergency.

One of the unique features of the Casa Rosa which has recently been added is a beautiful roof garden, most artistically arranged with hanging baskets and flowers for the further enjoyment of the guests.

Casa Rosa has only been opened two years and everything is practically new. It has been conducted as a strictly first-class house and solicits nothing but the most desirable tenants. With all its natural advantages, coupled with the congeniality and able management of Mrs. H. O. Willson, there is rarely an unoccupied apartment in the house.





Casa Rosa Apartments, 1213 Market Street

Peralta Apartments



THE handsome structure located at the northeast corner of Thirteenth and Jackson Streets, the home of the Peralta Apartments, is conceded by everyone to be one of the largest, one of the most elegant and perfectly appointed apartment hotels on the Pacific Coast.

It is conveniently located, four blocks from Broadway and the shopping district and three blocks from the Key Route and Southern Pacific locals.

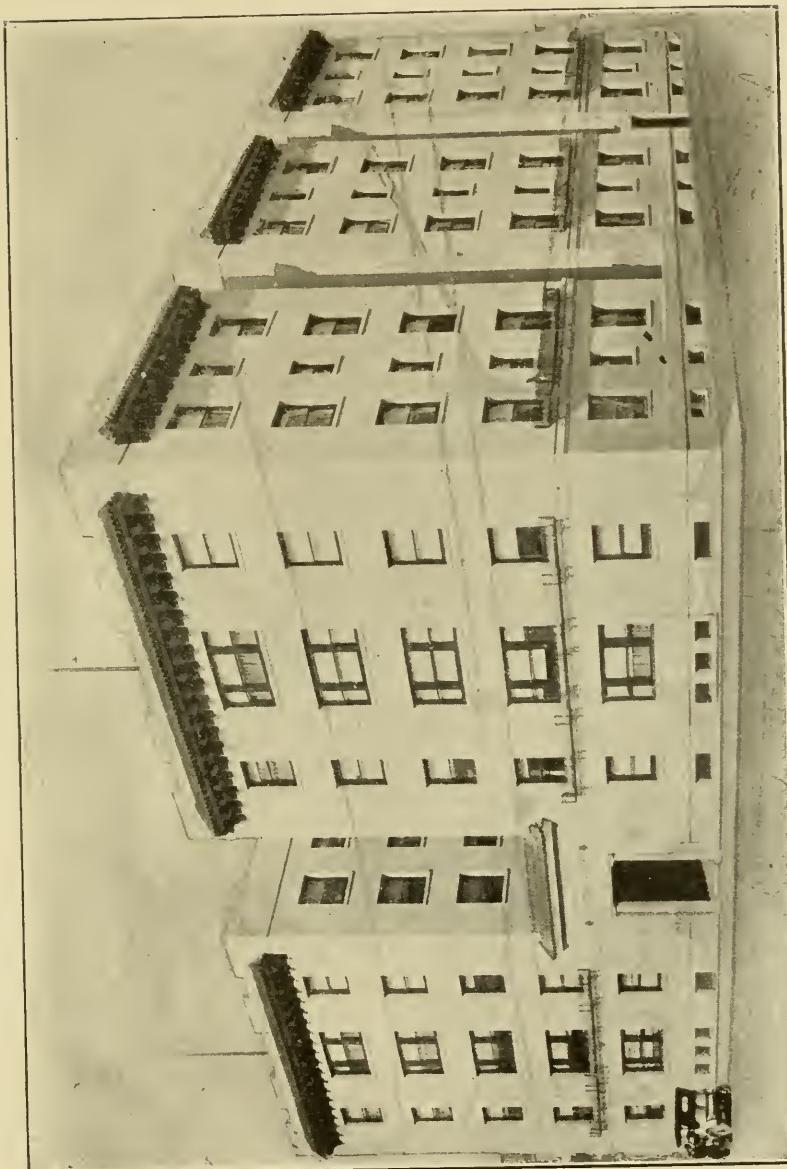
The Peralta is modern and up to date in every respect. All the apartments are large, sunny and beautifully furnished. There are no "inside" rooms, and every room has an abundance of closet space and wide, light halls. The house is equipped with dumb-waiter service, steam heat, hot and cold

water, both telephones and two elevators. There is a spacious children's playroom.

One of the important features of the house is the big airy court, built on the old Mission style, with promenade and a beautiful flower garden, which must be seen to be appreciated. The Peralta also enjoys the distinction of being the only apartment house in Oakland which has its own grill and dining room. The well-appointed dining room is conducted on the American plan and has a seating capacity of sixty or seventy people.

The Peralta is situated in one of the most beautiful residence districts in the city, notwithstanding its proximity to the business center. Lake Merritt is only a step from its doors, and the new Bankers Hotel, only two blocks west, is on the same street.





Peralta Apartment, 13th and Jackson Streets, Oakland, California



GUSTAV MANN
MANAGER OF THE FORUM CAFE

The Forum Cafe

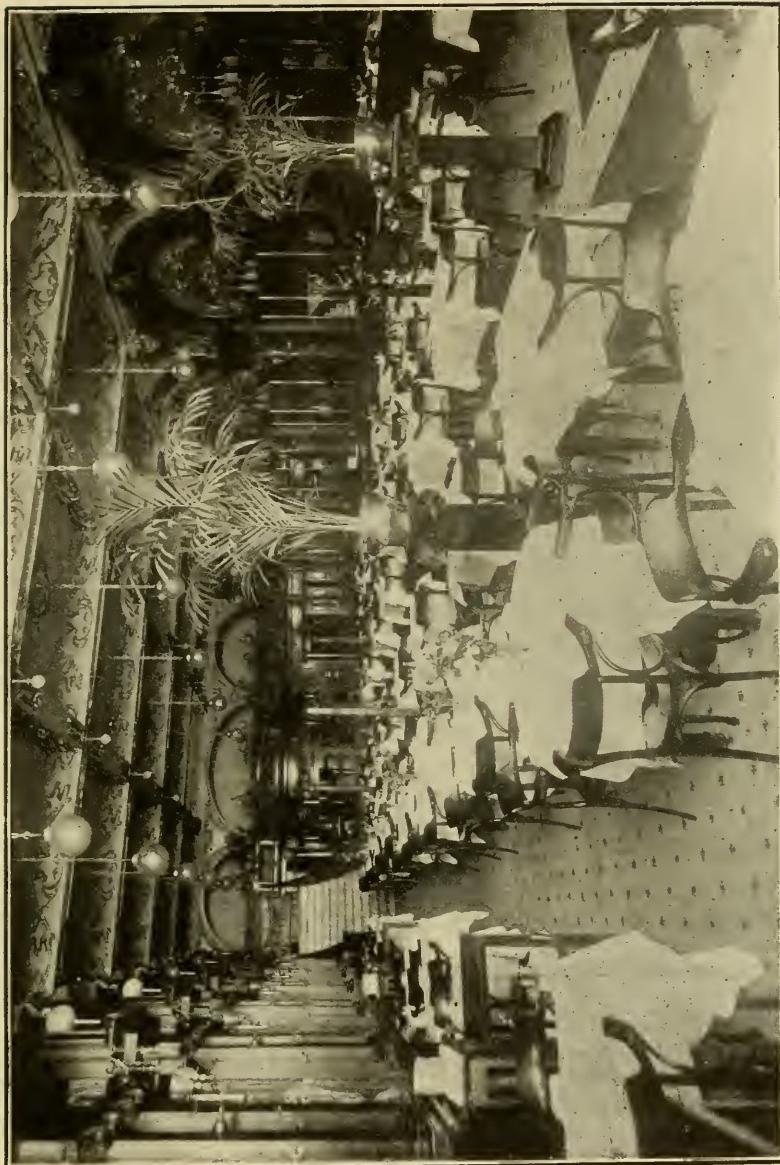
FHE FORUM CAFE, conceded to be one of the handsomest in America, is an institution of the city in which center the social, business and political activities. It is magnificently appointed for such purposes and figures as the setting for dinners, luncheons and other functions which are a feature of Oakland life. It is in the evening that it presents a fascination with its gay throngs of diners, which continues until the last of those who linger at the after-theater suppers take up their departure.

Its central location, on Broadway, near Fourteenth Street, makes it convenient of access from all parts of the city. While retaining all the atmosphere of the Bohemian

mian it is conducted on the highest plane and in point of service it has no superiors on the Pacific Coast.

Mr. Gustav Mann, manager of the Forum, is one of the notable hosts of the continent and his association with the very foremost institutions of the kind gives to his establishment a prestige and charm that has few equals and is not surpassed.

Among the noteworthy features connected with the Forum are the frequent mercantile dinners and luncheons that are given there, and it is undoubtedly due to the influence exercised in the exchange of ideas over the dinner table that has wrought such a spirit of harmony among those who have the influence to promote public interest.



Forum Cafe, Broadway, near 13th Street

The Cave

The Artistic Bohemia of Oakland



EW YORK CITY has its Hoffman Bar, San Francisco's Palace of Art was widely known throughout the West, and Oakland is in no wise

lacking in this respect, for the Cave, occupying the premises at 473 Eleventh Street,



D. KNABBE
PROPRIETOR OF "THE CAVE"

has achieved considerable fame among travelers for its excellent and well chosen works of art, and visitors can spend an enjoyable and instructive hour in the inspection of the paintings that grace the walls of this popular cafe, without cost or price.

The canvas that demands immediate attention upon entering the doors is Cooper's "Precipice of Life," an immense picture, 10 by 14 feet. The eminent artist considers this one of his greatest efforts, if not the best of his life, notwithstanding the "Morn-

ing of the Crucifixion," which received honorable mention at the World's Fair in Chicago and which has since been exhibited throughout the United States, Canada and Mexico.

Mr. Cooper's reputation as an artist of the very highest order needs no explanation, and in this masterpiece he has excelled himself. From a viewpoint, this painting is startling. Grouped in the immediate foreground and upon the verge of the precipice are many noted historical characters, notably Nero, the cruel emperor of Rome; Mark Antony and Cleopatra, and Salome, the beautiful daughter Herodias, who danced before Herod, the king of the Jews, for a favor, and her graceful dancing pleased him so well that he promised to grant any favor she might ask; forthwith her mother requested that she ask for the head of John the Baptist, by whom she had been scorned, which was later served her upon a silver salver. This figure is one of the most graceful of the group.

Standing in graceful poses and close to Salome are Mark Antony and the dark-haired queen of Egypt, Cleopatra, in a flood of lurid orange light, coming from below, where you see a glimpse of the infernal regions. The effect of the light on the two figures is apparently real, and one can scarcely believe it simply painted.

Sitting near a high bronze brazier is Nero, holding aloft a golden goblet, drinking to the health of a Grecian general. His costume is of lilac and his feet are resting upon a leopard skin.

In the middle distance are beautiful Grecian maidens grouped about a large vase, from which they are serving wine. Many other splendid figures are skilfully arranged to carry out the composition of light and shade, from the midst of which rises Satan, mounted on a black horse and followed by a shrouded figure of Death bearing aloft the scythe, "perennial reaper of Time."

Far to the right and upon the summit of a hill can be seen the figure of Christ bearing the cross, and an angel kissing the hem of His garment; and below, toiling up the



From Cooper's Celebrated Painting "Precipice of Life," hung in "Cave Cafe."

ascent, are numerous figures following in His footsteps over the rough and gloomy road, who, tired and sickened at the scenes of luxury and dissipation below, are struggling and watching the figure with the cross.

This painting must be seen to be appreciated.

Another painting well worth seeing is entitled "Equality," by A. D. M. Cooper, a remarkable conception and splendidly executed. This painting is a sermon in itself; it grips the attention of the beholder immediately and he soon finds himself in deep reflection as to the whole philosophy of life.

toral scene executed in masterly style. The natural effect produced in this picture as to lights and shades and distances is really remarkable.

The gentleman who is responsible for bringing this exceptional collection of paintings to Oakland for the public to see and enjoy, and at the expense of thousands of dollars, is Mr. D. Knabbe, who has conducted his establishment at its present locality for the past twenty-one years. Mr. Knabbe is a native of Germany, having been born on January 7th, 1866. He came to America in his early youth and settled in the West. It was over twenty-five years ago that he decided to make Oakland his



"Equality." Taken from Painting Hung in "Cave"

"Hannoversche Heide," by the noted German artist, Prof. F. Hoffman, Falersleben, has for its subject an old German homestead. The subject of this picture is so rare in this new western empire, and is so typically a German scene, that every son of the Fatherland should see it; the scene will be recognized immediately. This picture won the gold medal at the International Exhibition of Art at Vienna and was purchased in Germany by the present owner.

"Bremer Heide," by J. Harders, is a beautiful landscape, with wonderful perspective of distances, and represents a peaceful pas-

permanent home, and he has no reason to regret his choice of location, because during his long residence here he has made many firm friends and is now known to be one of the active boosters for his adopted city.

The Cave bar is excellently equipped with a most complete variety of wines, cordials and liquors. The attendants are uniformly courteous and understand their business thoroughly. A feature of the Cave is its beautiful mosaic floor, designed by Mr. Knabbe himself and of a most unique and beautiful pattern.



"Bremer Heide" from Painting hung in Cave Cafe



Taken from painting "Hannoveresche Heide," hung in Cave Cafe.

Colonial Cafeterias

409-11 Thirteenth Street and 581 Twelfth Street



AKLANDERS have found in the Colonial Cafeterias a refreshing departure from the usual so-called popular restaurants. In the first place, the cafeterias are managed and owned by ladies, the cooks and attendants are women, and that is the reason the hungry public so thoroughly appreciate the tasty and dainty dishes served there, which can come only from the feminine hand.

Mrs. S. G. Hammond, Mrs. H. H. Crane and Miss J. M. Hammond are the owners and managers of the cafeterias and deserve great credit for the executive ability they have shown in the management of a really big business enterprise. They have insisted on absolute cleanliness, both in the kitchen and dining rooms, and diners depart feeling that they have lunched just as well as at "home."

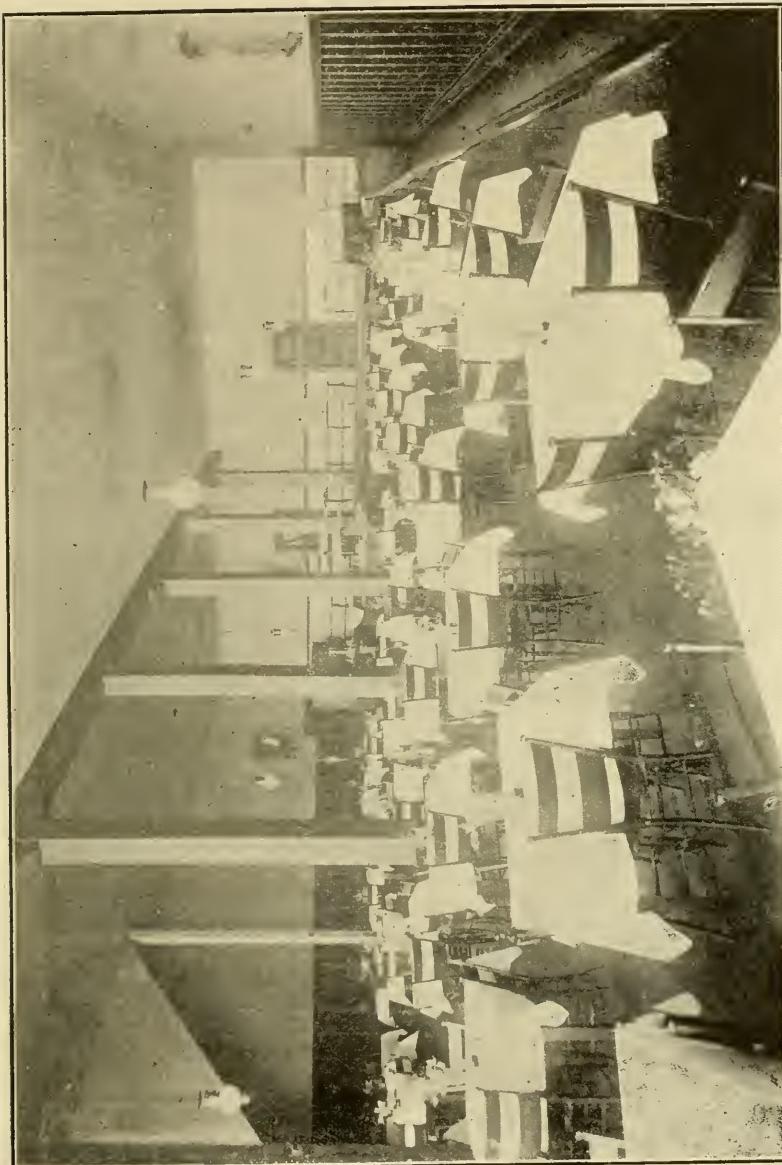
In the cafeterias the food is displayed on cleanly counters and steam tables, and all the guests are required to do is to select the dishes that appeal most strongly to their individual tastes and be helped to them. The young women at the serving tables are always cheerful, courteous and obliging, and as a result the busy man can dine and get back to his work in an incredibly short time.

Notwithstanding the dismal predictions of many people on the street that the cafe-

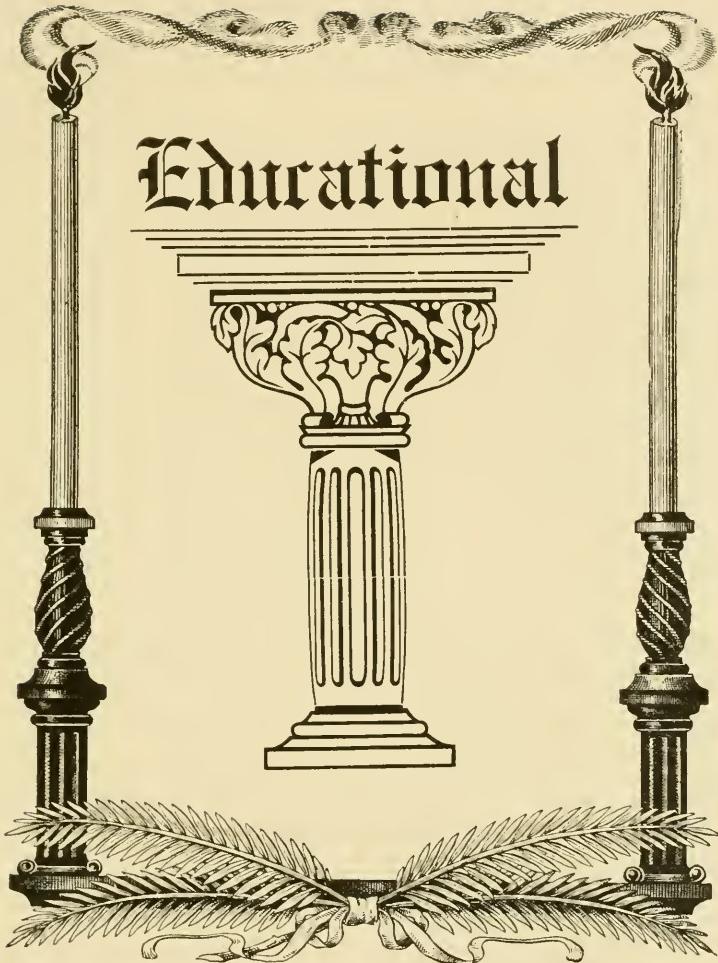
terias "would not last six months," they have been pre-eminently successful; in fact, the Thirteenth Street place is about to be enlarged and handsomely remodeled in white and blue, and will soon be the brightest, cleanest and most cheerful popular dining room in Oakland, as well as the largest.

The present seating capacity of the cafeteria on Thirteenth Street is about one hundred and seventy-five, with a floor space of 90x40 feet. The one on Twelfth Street seats in the neighborhood of one hundred people. They were established in February and November, 1909, and the business has grown steadily from the start; the cafeterias furnish employment to about thirty people at the present time, and the number will soon be materially increased.

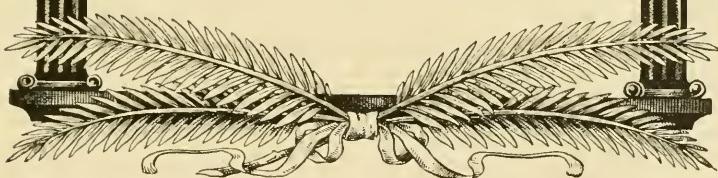
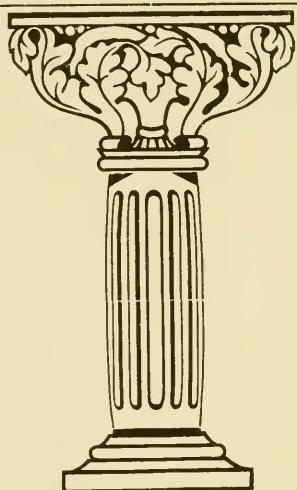
The lady proprietors have earned and received a great many compliments on the manner in which the business is conducted, and when the interviewer, in gathering material for this volume, asked as to what in particular they attributed the success of the cafeterias, they stated that there is no great secret. "We are simply housekeeping on a large scale; we have demonstrated that the public appreciate clean home cooking, popular prices, and quick and courteous service, and when you have something people want, success follows naturally."



The New Colonial Cafeteria, 409 13th Street, Oakland



Educational



University of California—The Pride of the West

By President Benjamin Ide Wheeler



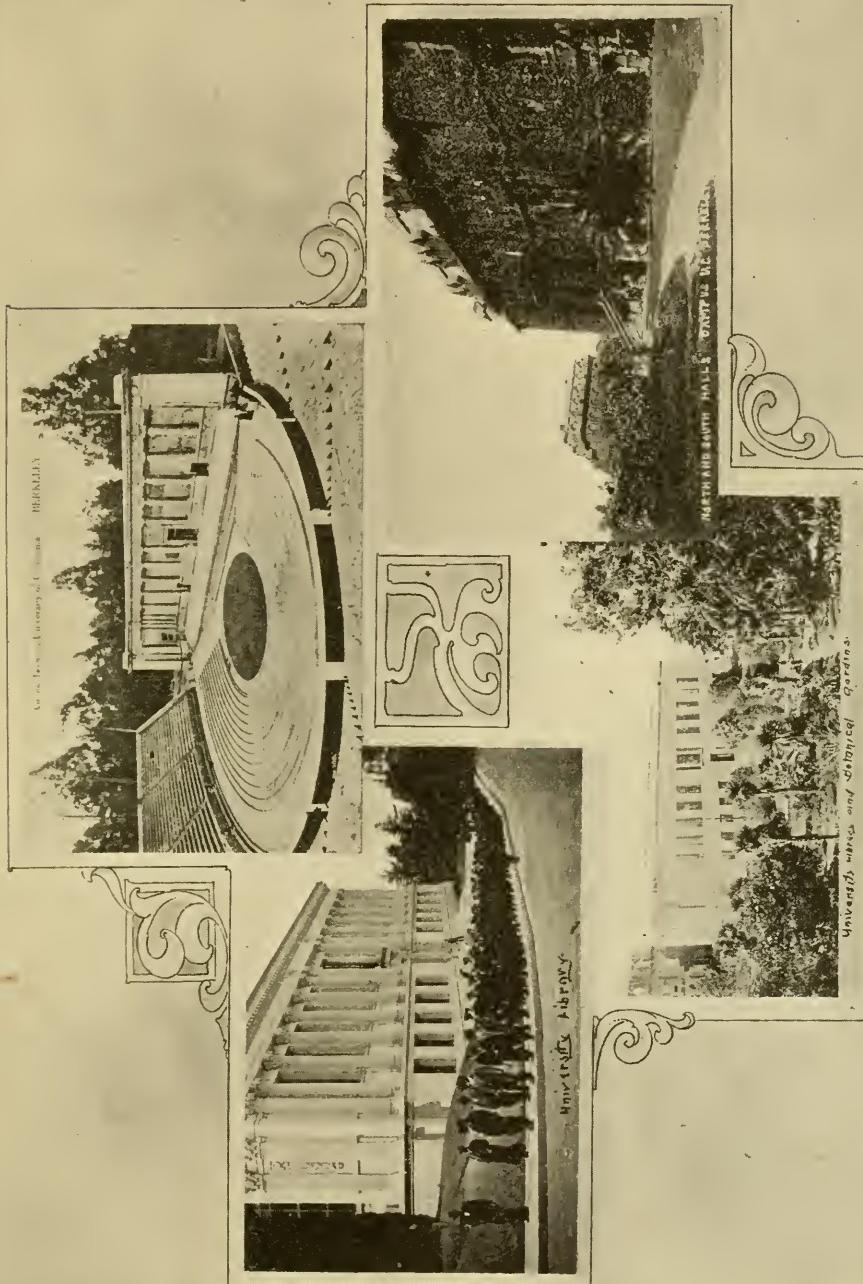
HE last biennial period of the University of California has brought many changes in the line of progress. First, as regards the number of students: in 1908 there were in the colleges at Berkeley 2,916—the number of graduate students was 324; whereas in 1910 there were 3,352 students at Berkeley, including 425 graduate students. On November 1 of last year the net total of all students in the university was 4,226, or, if we add the summer session, deducting duplicates, and also the short course in the farm school and university extension, we have a grand total of 5829. This is the number of persons who are being reached for purposes of instruction by the university.

During this period has been erected the Doe Library building. The final plan has not been completed and will not be probably for a dozen years or more. The building will provide space for 350,000 volumes. That portion of the building which is now complete is built from the bequest of Charles Franklin Doe, at an expense of about \$750,000, and \$200,000 has been added from university funds to equip and furnish it. During this period has been erected also the Boalt Memorial Hall of Law, the gift of Mrs. Elizabeth Boalt and lawyers of the State of California. A new and much needed agricultural building, upon which \$300,000 will be expended, has been begun. A large temporary building has been built for pathology and bacteriology. A zoological museum has been erected to store the rich collections given to the university by Miss Annie M. Alexander. The student infirmary has been enlarged by the addition of a wing used both as dispensary and clinic. This infirmary has come to be a great blessing to the university; usually more than a hundred students a day receive treatment there and

on an average ten are in bed. Five nurses and three physicians are employed. Sather gate at the Telegraph Avenue entrance has been erected at a cost of \$40,000. An addition to the architecture building has been provided, more than doubling its floor space. The department of architecture is rapidly assuming form as an important part of the university. Six tennis courts for the students have been built with monies derived from the students' gymnasium fees, and there are now nine courts in all open to the students. Two hundred and fifty acres of land, constituting the main lower portion of Strawberry Canyon, have been acquired and added to the university domain. This constitutes not only a protection to the university from the rear, but will provide a water supply, particularly as protection against fire.

Improvements for the Students.

In the canyon has been established a rifle range for the university cadets. There has been constructed also a great swimming pool 187 feet long for the use of the students in the university. During this period also has been established the farm school at Davis. Every term more students come to it. Its purpose is to prepare for the work of the farm boys who are to be farmers. The farm has been equipped with some fourteen buildings, and is already well installed in its beneficent work for the farming community. Students in the regular agricultural courses go to this farm for periods of several weeks to take courses which can only be given to advantage on the farm, such as courses in animal industry, dairy practice, farm practice, use of tools, tests of live stock, etc. The farm serves furthermore the purpose of agricultural investigation. Here have been conducted the famous investigations of Dr. Shaw, which are producing a new seed wheat for the use of



California University Grounds, California

the State which will add millions to the annual income of California. The agricultural demonstration train has been introduced. It has gone up and down the State instructing the people and giving demonstrations of the use of farm machinery, etc., by the use of cars equipped as laboratories and museums; 73,000 people last year visited this train. A laboratory has been provided for the marine biological station at La Jolla, near San Diego, the gift of Miss Ellen B. Scripps. A finely equipped seismological station, than which there is no better station in the country, has been established on the grounds of the university. The university's scientific publications have been greatly extended, so that we are placed on a basis of exchange with some 700 different universities and learned societies throughout the world. The Kearney estate of 5,400 acres has been taken over into the possession of the university. This is the gift of Mr. M. Theodore Kearney, and will ultimately be used for the support of agricultural investigation and instruction, both in the form of short courses and probably of a school at Fresno. The administrative machinery of the university has been widely reorganized. The students have developed their system of self-government more fully every year and during recent years it has come into very complete and beneficent activity, taking charge, on the basis of student honor, of the class examinations.

Plans for Enlarging University.

The greatest need of the university at present remains the provision of buildings

large enough to house the great body of students now assembled. The old buildings were provided for a college of five or six hundred and have to do duty today for an institution of 3,500. The first great need is a building to replace North Hall at the northeast corner of the library building. The present building has done good service, but is worn out and weakened. Standing as it does in close proximity to the new library, it is a fire peril. Geology, paleontology and mineralogy demand new quarters. So does botany; so does zoology. The chemical laboratory is forced to do service for five times as many students as it was originally constructed for. On every hand there is need, but the splendid spirit of faculty and students in working on among existing conditions has made it possible to do things that ordinarily could not have been done. But we are asking too much patience on their part. The students come from high schools where there is plenty of room and admirable equipment and find, especially in the laboratories of physics, chemistry and botany, everything overcrowded. The pioneers of California who founded the university wished for an institution where their children could obtain as good an education as that offered by the institutions of the East. They desired that their children should not suffer from isolation from the homes of their forefathers. It behooves us that nothing but the best should be provided for California. It is a long task to build a university, but we are proceeding steadily toward the goal which is the fulfillment of the founders' ideals.

Greek Theater, Known All Over The World

Past Year Has Seen Wonderful Advancement

In Completing the Building Scheme of the State University—Agricultural Hall
is Now Under Construction—Doe and Boalt Hall Built



THE Hearst architectural plan is being gradually realized in artistic and enduring stone piles on the University of California campus. The past year has seen active progress toward the better material housing of the institution through the generosity of private benefactors.

The new University library, built from Charles Franklin Doe's bequest, and Boalt Hall of Law, the gift of Mrs. Elizabeth Joselyn Boalt and the lawyers of California, will be completed early in 1911. The Sather gate, reared by the munificence of Mrs. Jane K. Sather, has been completed, save for the decorative sculptures for which her gift has made special provision.

Work has begun on Agricultural Hall, planned to be built from the permanent building fund and planned to relieve somewhat the congestion brought about by the rapid expansion of instruction and research in agriculture. An extension has also been built to provide space for the pure food laboratory of the State Board of Health, a work of vast importance to the people of the State. A roadway of permanent construction has been built from the Sather gate to the new library.

California Hall Part of Plan.

California Hall was first ready for occupancy in the autumn of 1903. It was built at a cost of \$250,000, appropriated for the purpose by the State legislature, and is one of the buildings provided for in the Phoebe A. Hearst architectural plan. Its site is at the right of Boalt Hall facing west. The Hall of Philosophy will similarly flank Boalt Hall on the left. The first floor of

the building is given over in chief measure to the departments of history and economics. The administrative offices are all situated on the second floor, and here also are the faculty room and the offices of the department of education. For the present the Academy of Pacific Coast History has its home in the attic of California Hall, but in due course the Academy, with the Bancroft Library, will be housed in the new Doe Library Building.

Hearst Memorial Mining Building.

The cornerstone of the Hearst Memorial Building was laid on November 19, 1902. The building was formally opened and dedicated on the afternoon of August 23, 1907. It has been described by President Wheeler as "not only the largest but the most completely equipped building devoted exclusively to the study of mining engineering in the world." In the drawing of the plans Professor John Galen Howard worked in constant conference with Dr. S. B. Christy, the dean of the mining college. Between them these two men visited nearly every mining and technical school of rank in the old world and the new. It was intended that the building should be useful and beautiful; but the beauty, as Architect Howard said, was sought "not by easy masquerade and putting on of architectural stuff, but by organic composition; we have in all frankness chosen character rather than mere prettiness as the end to be reached, sure that the highest beauty is to be derived from organically right foundations, not free from any kind of surface scorings or plasterings." The administrative and more public parts of the building are in the front and south portion. The most important of

these artistically is the great memorial vestibule museum occupying the center of the south facade, lighted by three great arches and running through three stories to the roof, where also light enters through three low domes. To right and left from the vestibule lead grand staircases. East and west of the main vestibule on both first and second stories are administrative offices and lecture rooms. Three wings extend north from this southern suite of rooms. The central space, which is the "core and heart of the building," is a great court to be devoted to the purposes of the mining laboratory. The east and west wings on the exterior, corresponding to the central court on the interior, are arranged for metallurgical laboratories and for special and research laboratories. Above these are the drafting rooms. The northern end of the building is occupied in the center by the dry crushing tower, on the east by the copper and lead smelting laboratory, and on the west by the gold and silver mill. The building is the gift of Mrs. Phoebe A. Hearst, and is erected in memory of her husband. Its cost was \$640,000. It is, of course, one of the buildings provided for in the Hearst plans for the greater university.

Greek Theater Musical Center.

The Greek Theater was formally dedicated on September 24, 1903, when addresses were delivered by Ben Weed, who first discovered the site; Professor John Galen Howard, the architect; President Wheeler and William Randolph Hearst, the donor. There followed a presentation by the students of the university of the "Birds of Aristophanes." The Theater has since been very largely the center of the musical and dramatic activities of the university as well as the places of assembly, when weather permits, for great occasions such as Charter Day and Commencement. Its seating capacity is something over 8,000, and its cost was \$47,000. It is again one of the structures provided for in the plans for the greater university.

The cornerstone of the Doe Memorial Library was laid on Thanksgiving Day of 1908 in the presence of the assembled faculty, students and friends of the university. Addresses were delivered by the librarian, Mr. J. C. Rowell, Mr. Loring B. Doe, and

President Wheeler. The building represents a gift of over \$664,000, being the bequest of Mr. Charles Franklin Doe. One of its most distinctive features is the great reading room with its gentle northern light. There will be almost unlimited provision in the building for books, not only of the general library, but of the Bancroft collection, which will have special quarters there. An extensive series of seminary rooms are provided. A feature of the building is the great north facade, of which one has an excellent view from the road entering the university grounds from North Berkeley. The building stands just to the right of California Hall, facing north, and is a member of the permanent group.

Boalt Hall of Law.

Boalt Hall of Law will be occupied, with the opening of the next semester, by the law department of the university. On the first and sub-floor are the law club rooms and the lecture rooms. The second floor is occupied by Lawyers' Memorial Hall, comprising the reading hall, the conference rooms, the stacks, the studies of professors and the lawyers' room. In the latter any lawyer of the State desiring to use the great library, which it is hoped will be gathered here, may be accommodated. The Hall is by universal consent one of the most pleasing on the campus, both outside and in. It is erected at a cost of \$150,000, \$100,000 of which was provided by Mrs. Elizabeth Boalt and the rest by gift of the legal profession of the State. It belongs to the group of permanent buildings of the greater university.

Agriculture Hall Started.

The Agriculture Building, to cost approximately \$300,000, is now in process of construction. In its exterior the building is suggestive of the type of architecture of the north Italian country. Like other buildings of the Phoebe A. Hearst plan, the hall is to be of white granite with red roofs of mission tile. It will represent the highest development of modern fire-resistive construction. The frame will be of steel fire-proofed in concrete. The building will measure 162 by 64 feet in size. On the main floor will be a lecture room with ris-

ing tiers of seats, a museum corridor to house collections of the department likely to be of interest to visitors; an agricultural library; a laboratory of horticulture and viticulture, and the offices of Professor E. J. Wickson. Laboratories, lecture rooms, and apparatus rooms and four studies for professors will occupy the second floor. The basement floor will contain a laboratory for experimental work in questions connected with the treatment of plant diseases by spraying, and a mailing room, a lecture room, two faculty studies, etc. As soon as completed the building will be fully occupied, and it will be necessary to proceed almost immediately to construct one of the two wings which are included in the final plan of the building.

North Hall Ancient Structure.

North Hall is one of the oldest structures on the campus. It is a building of wood. It has long been a favorite with the students, and North Hall steps have become by tradition the place of assembly of upper classmen. The building contains many class rooms, where instruction in the languages, in law, in English and in the classics has hitherto been given. It will house at one time somewhere about 2,000 students,

but it is weakened by age and thoroughly outworn, and in its present site is a constant menace in case of fire to the Doe Library building. It should be removed and replaced by a newer general recitation building to be constructed in accordance with the Hearst plans and to cost about \$300,000.

South Hall Still Useful.

South Hall is of brick. It has no place in the Hearst plan, but it must serve for a half century or more. It is now occupied by the departments of physics, geology and mineralogy. The administration offices formerly had their place on the first floor. All the departments now located there are sorely pressed for room, and must before the lapse of many years be provided with accommodation elsewhere.

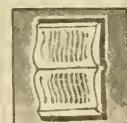
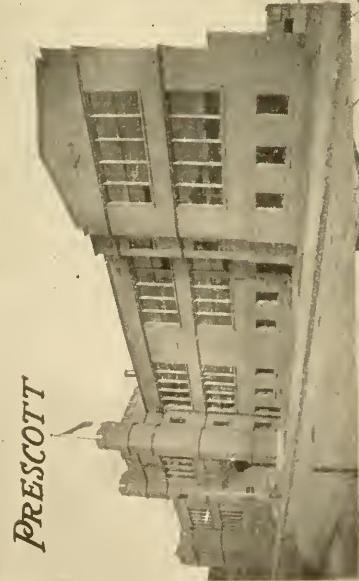
East Hall, a wooden building, is now occupied by the departments of zoology and drawing. The rapid expansion in the research and instruction of the former department demands, however, that the department of drawing be soon given space elsewhere. It is possible that a wing will be added to the present architectural building at the north entrance to the university.



OAKLAND HIGH
SCHOOL



PREScott



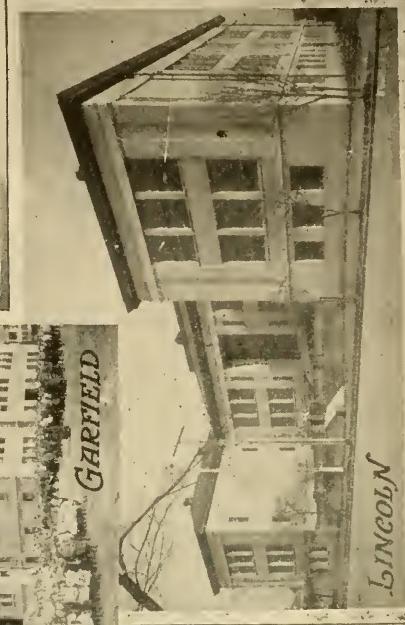
LAFAYETTE

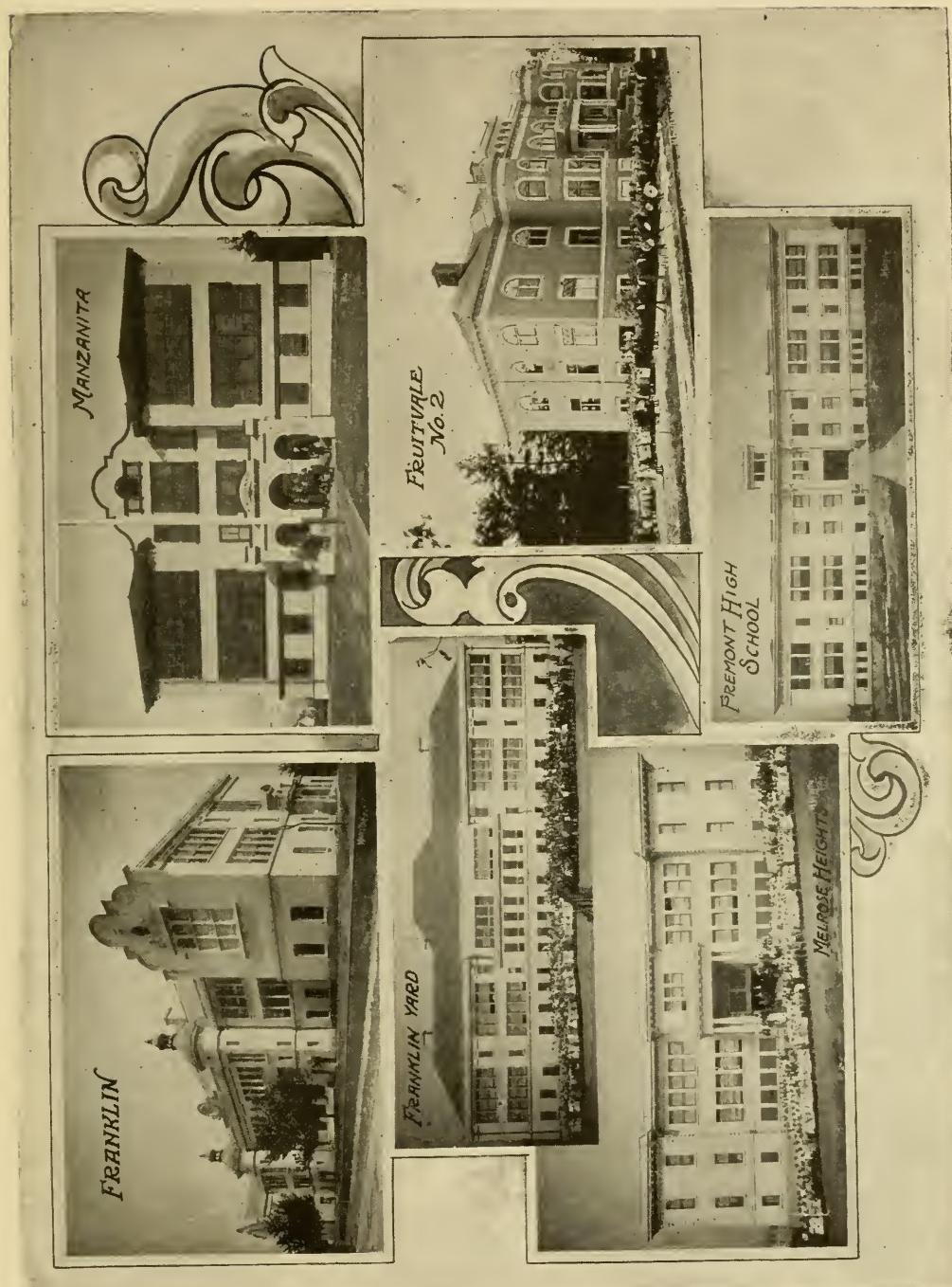


GARFIELD



LINCOLN





Group of Oakland's Public schools

Oakland Conservatory of Music



THE Oakland Conservatory of Music, now recognized as the leading school of genuine musical instruction on the Pacific Coast, was founded January 1, 1899, by its present director, Professor Adolf Gregory. The school was started in two small rooms in the Blake Block on

tion and the ever increasing patronage and still larger headquarters had to be looked for. Mr. Gregory's search finally proved successful and the new building now occupied by the Conservatory stands within magnificent grounds at the corner of Thirteenth and Madison Streets, just opposite the lot on which the first distinct building of the Conservatory was situated.

No expense has been spared in making this building most desirable in every detail. It contains twenty-four large and handsomely appointed studios. The three main studios on the ground floor are so situated that they can be changed into one large recital hall with a seating accommodation of between three and four hundred, making it convenient for pupils' musicales and the regular academnias, all of which may thus be held in the Conservatory, without the necessity of renting outside halls for that purpose.

There are also large class rooms for harmony and orchestral practice. Since its foundation over 4,000 students have regis-



A Corner in the Library

Washington Street. In a few months, however, the classes had outgrown these accommodations and more commodious quarters had to be secured in the same building. The school increased steadily for five years, each year necessitating the addition of more rooms until in 1905 it became necessary to move into still larger quarters, as it was impossible to secure any more studios in the building then occupied by the Conservatory. Mr. Gregory selected a large residence at the southeast corner of Fourteenth and Madison Streets, which he bought outright. In two years more, however, the school had again outgrown its quarters and the property was sold at considerable profit and a larger building at the corner of Twelfth and Jackson Streets was secured. After two years more of unusual progress this commodious building proved also too cramped for the rapidly expanding institu-



The Conservatory Office

tured at the Conservatory and each year some new and especial advantage appertaining to a regular conservatory course of studies has been added. This year the al-



Adolf Gregor



One of the many Studios

ready extensive library has been augmented so that it now contains over ten thousand dollars' worth of full orchestral scores and all other important works dealing with the esthetic, scientific, technical and emotional phase of music. A new pipe organ has also been installed, making it more convenient for practice for students of that instrument.

Adolf Gregory's identification with this successful institution has placed him among the citizens of Oakland as an upbuilder of our beautiful city. He has brought to bear in his work an inheritance of ability and training which could not but be productive

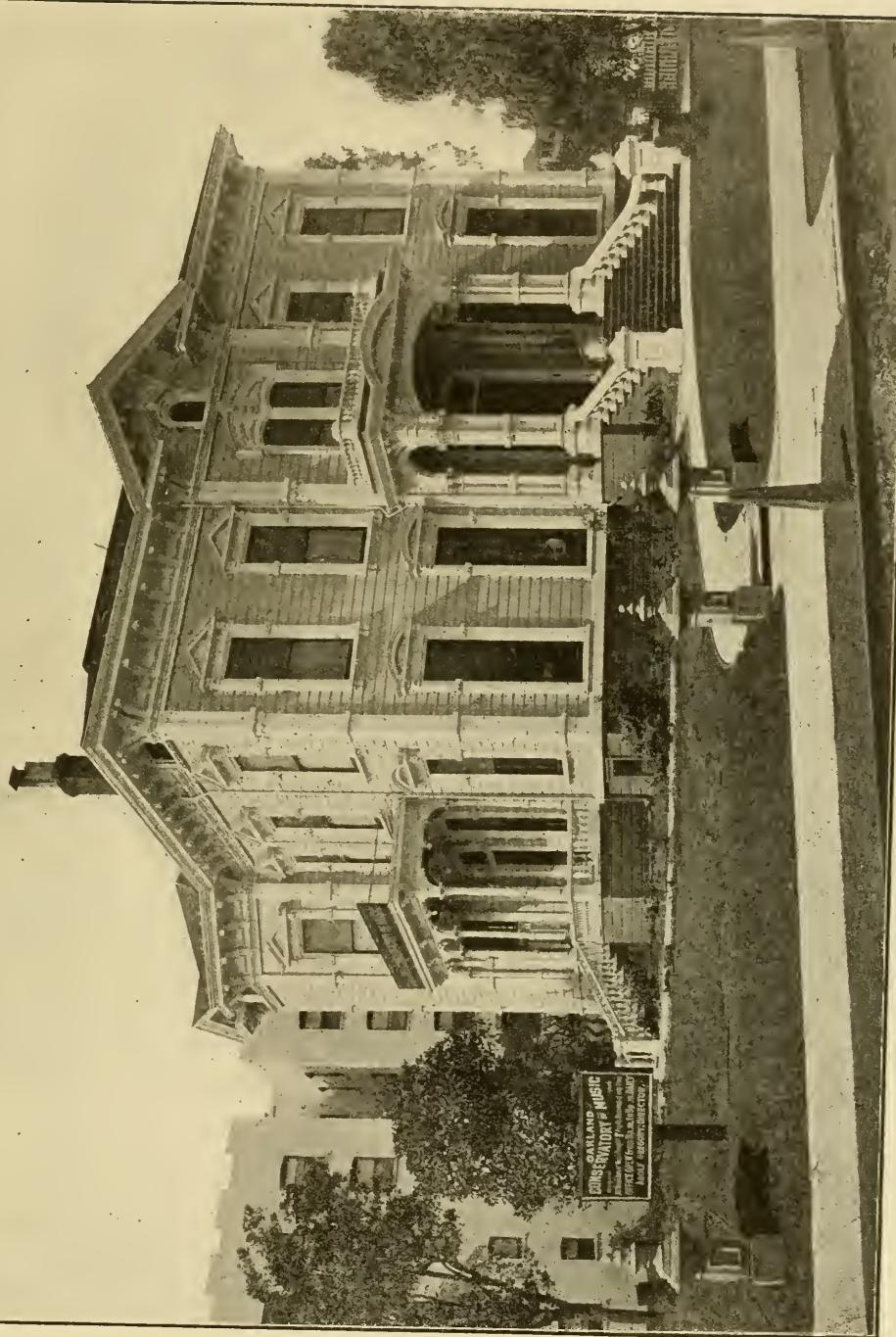
of success. He is a native of England, his birth having occurred at Chester, where, as a chorister in the cathedral, the foundation of his musical career was laid. He afterward studied in London under the guidance of leading musicians of the day, continuing his studies later for eight years in Italy, at Milan and other leading musical centers.

In the direction of the Conservatory he is ably assisted by his wife, Mrs. Florence E. Gregory, and a faculty of twenty-five accomplished instructors. All branches of music, vocal, instrumental and theoretical, are efficiently taught in the Conservatory.



Harmony Class Room





Oakland Conservatory of Music, Thirteenth and Madison Streets



Heald's Business College OAKLAND, CALIFORNIA



MONG the many institutions which reflect credit on the city of Oakland none stand higher in the estimation of our people than the above-named business college, which is a part of the school bearing that name which has for the past forty-eight years been educating the youth of this country for commercial pursuits. This college has turned out thousands of boys and girls who have reflected credit to Oakland, to California and to the school.

Heald's Business College has played a conspicuous part in the development of California and the Pacific Coast because its influence has touched the lives of so many prominent men and women. The school has steadily grown until it is now a powerful influence in molding the characters of

the young people of the Pacific Coast. Its growth has been constant and substantial, every year adding to its influence, its popularity and its usefulness.

There is something about age that inspires confidence. There is something in reserve power that induces trust. There is a great deal in character that commands regard. When, therefore, a concern has been with the public for so many years, has always been officered by men of high standing and known character, and when that institution, being a business training school for young men and women, has maintained an ever increasing efficiency and prestige and has steadily increased its facilities, there is not much need of seeking further for the reason of its prosperity.

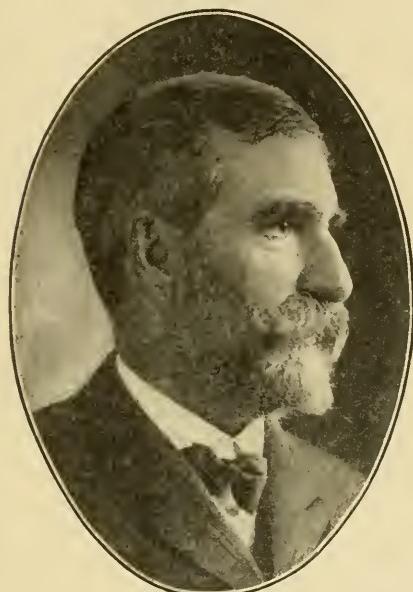
The foregoing conditions accurately describe Heald's Business College. It is

skilled in the careful and progressive training which has long been its ruling spirit. The college has been under the same management for nearly fifty years and has served the public promptly and faithfully by strict attention to business and conser-

This great need of practical education and training is being recognized throughout the entire country.

Thinking people realize that this is the day of the specialist. In order to succeed one must do one thing well. The trend of modern civilization necessitates that the individual of both sexes be prepared to make his or her own living. A general college education is desirable, but for the average boy or girl who has to make his or her living, a course in Heald's Business College better fits that boy or girl to earn their living upon graduation than any other training or education they could get.

Heald's Business College occupies three floors of the splendid new building at the corner of Sixteenth Street and San Pablo Avenue. In fitting up Heald's Business College of Oakland, men who knew exactly the requirements in the way of equipment were given instructions to buy whatever in



E. P. HEALD

PRESIDENT AND FOUNDER OF HEALD'S
BUSINESS COLLEGE



T. B. BRIDGES

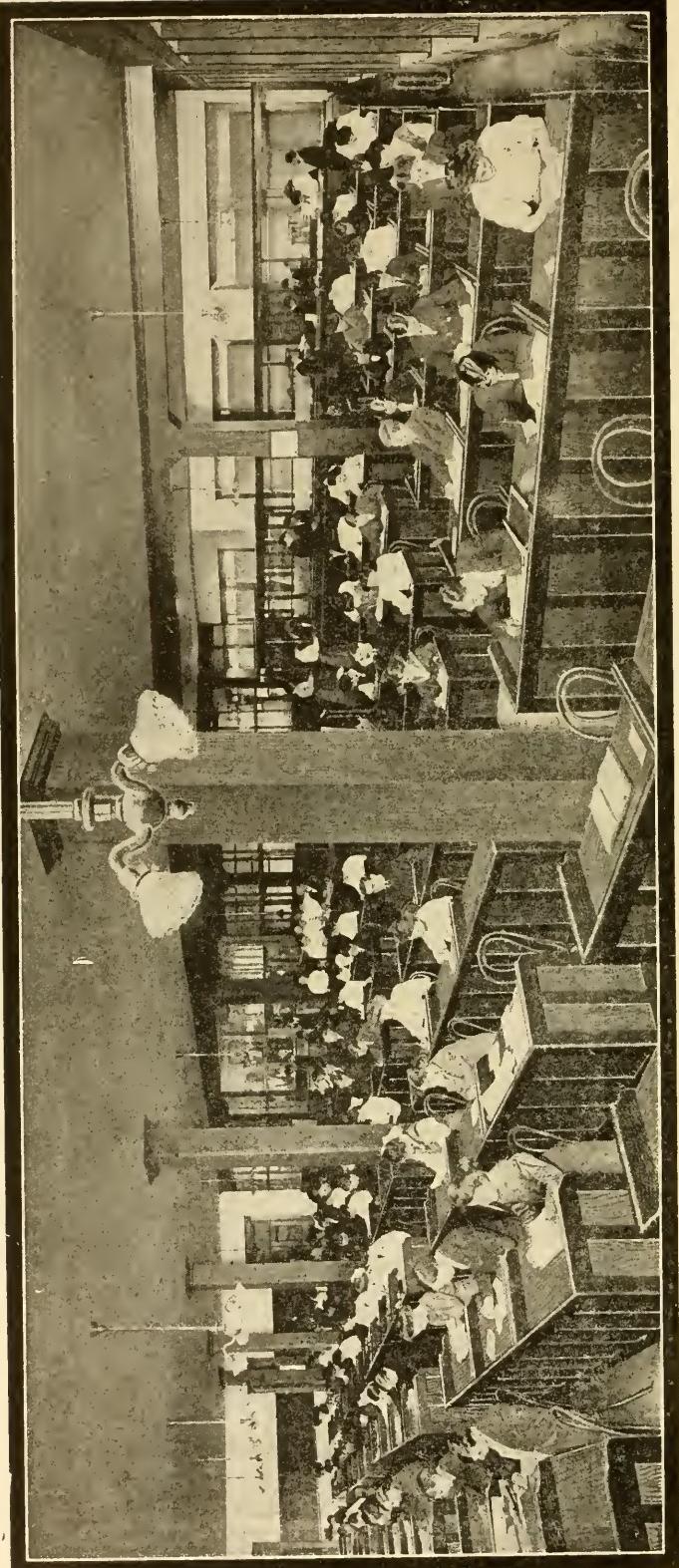
MANAGER HEALD'S BUSINESS COLLEGE
OAKLAND, CALIFORNIA

vative and progressive methods, keeping in mind the importance of training young men and women in the practical affairs of life. The school's foremost purpose is to train young men and women to meet the demands of the commercial world.

It has always been closely in touch with the needs and prospects of the business men and has always shaped a course of study accordingly, and has always endeavored to render the community untold service in promoting its growth and advancement.

Commercial education has never before attracted so much attention as it does today, nor has the work which commercial schools are accomplishing ever been so thoroughly appreciated as now. Schools like Heald's Business College are, and have been for many years, absolutely necessary.

their judgment was needed. They were not restricted as to how much they were to spend, but to buy everything that was necessary to make the equipment, if possible, far superior to that of any business school in the country. That they knew what to



Class Room, Heald's Business College, Oakland, California

buy, a visit to the school will amply demonstrate. Visitors who have seen any similar schools have unhesitatingly declared this school to be the best equipped of any they have ever seen. One feature alone of the equipment is the office practice and banking department, which represents an investment equal in value to the entire equipment of other schools. These office and banking fixtures are polished oak, plate and beveled glass, brass and marble, and were made especially for Heald's Business College. Very few banks have anything better. The desks used in the commercial department are

large, individual office desks, giving students ample space for their books and papers. The typing department is equipped with over one hundred machines of the standard makes and latest models.

However, Heald's Business College has always recognized the fact that equipment alone does not make the school, and therefore a corps of the ablest expert teachers supplement these superior facilities. Oakland is indeed fortunate to have such a strong, well-equipped educational institution.



Polytechnic College of Engineering, Thirteenth and Madison Streets

Polytechnic Business College and Polytechnic College of Engineering



THE POLYTECHNIC COLLEGE had its origin in the demand on the part of the public of the Pacific Coast for a business training and technical school of the highest grade and merit.

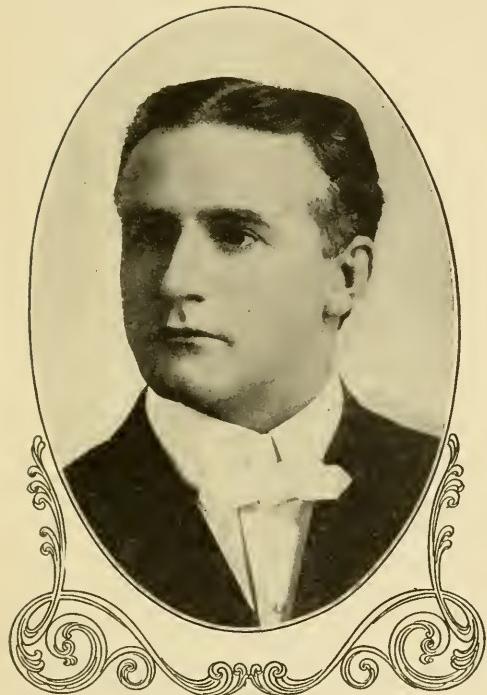
The Polytechnic Business College and the Polytechnic College of Engineering occupy two very elegant buildings, and while they are segregated with reference to their courses of study and plan of operation, yet they are under the same management.

Professors W. E. Gibson and H. C. Ingram are the owners and proprietors of this institution, and it has attained without

doubt the highest success in the field of practical education. The rapid growth, prestige, popularity and patronage that the Polytechnic has enjoyed has been phenomenal and is unprecedented in the history of similar schools of the great West.

It has been the aim of these men to establish and maintain an educational institution in Oakland of the highest grade and merit, and the universal verdict is they have "made good."

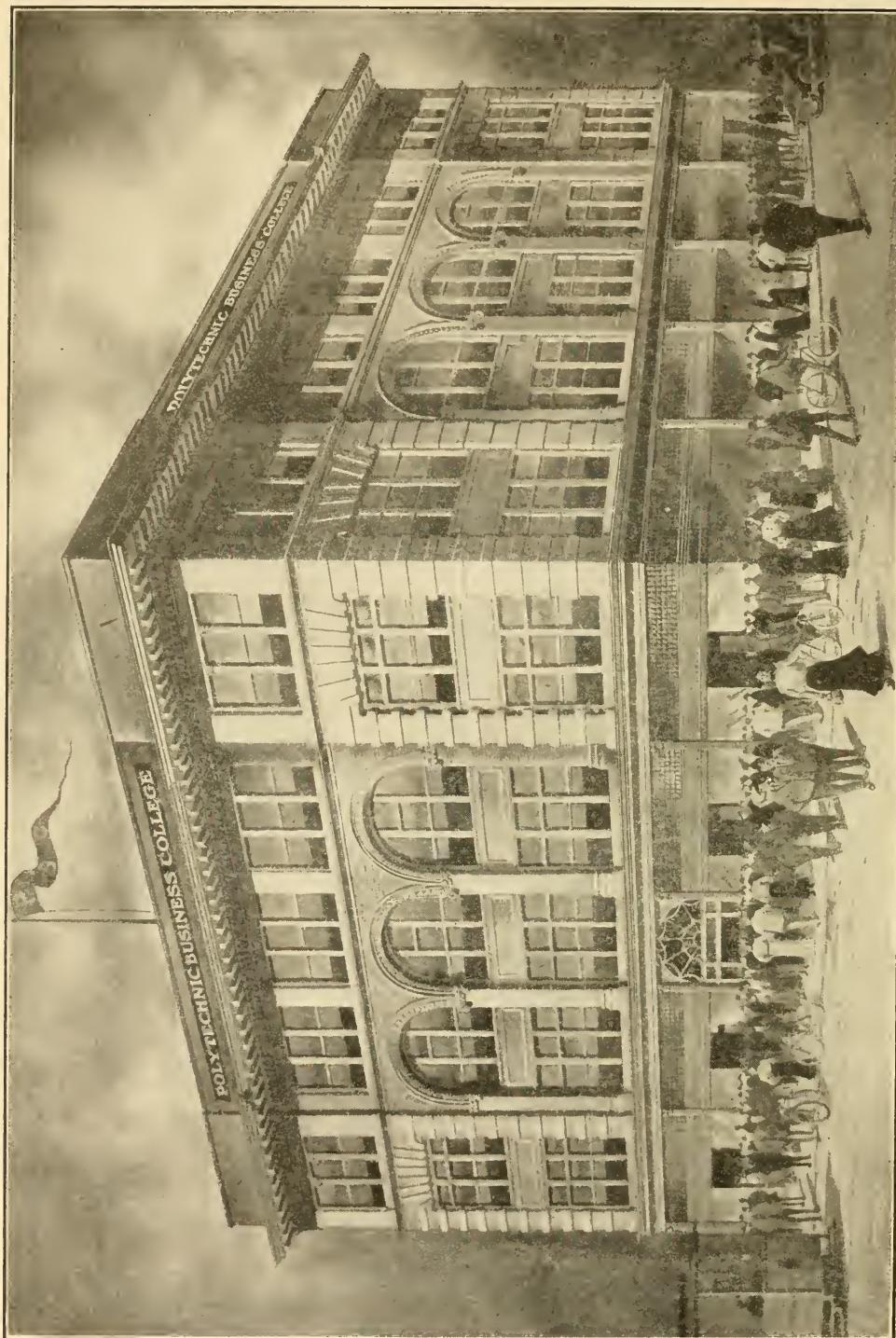
The Polytechnic Business College is recognized as the leading school of its kind west of Chicago. It is a great "clearing house" between the world of business and those who aspire to immediate employment



PROF. W. E. GIBSON



PROF. H. C. INGRAM



Polytechnic Business College, 306 Twelfth Street

with splendid salaries and futures filled with opportunities.

The graduates of the Polytechnic Business College are to be found in almost every office of any magnitude throughout the Pacific Coast States. Scarcely has a class graduated when every member is in remunerative employment, and scarcely has the last graduate been placed when the telephone rings another request, and oftentimes the demand for graduates of this college is far in excess of the supply. A visit to some of the larger offices of the various corporations will reveal the fact that nearly all of their employees are graduates of the Polytechnic. For example, the Oakland Gas Light and Heat Company has from eighteen to twenty-five graduates of this college. In fact, this school is endorsed and recommended by business and professional men, court reporters and men of high standing throughout the West.

The Polytechnic College of Engineering.

The aim of the founders of the Polytechnic College of Engineering is to establish and maintain a college of engineering with a complete equipment of instruments and apparatus, machine shops and laboratories, that will enable them to give a complete and practical training in all lines of engineering work. This college maintains the highest standards in all technical training and combines practice with theory. It emphasizes the essentials and eliminates the non-essentials. This college appeals to young men who wish to secure a high-grade course and to have an opportunity of specializing.

The new engineering building is occupied entirely by the Polytechnic College of Engineering. It is a concrete building of the modified Mission style of architecture, four stories in height and of superior design and construction. Comfort and convenience have been studied throughout the entire building; all of the classrooms and departments are perfectly lighted and ventilated,

and the building is heated throughout by steam. The first floor is occupied by the office and shops of the Oakland Engineering and Construction Company. This company is affiliated with the college and is doing a general engineering business.

Through this company the college is enabled to give its students practical experience in actual engineering work. The second floor contains the offices of the college, recitation rooms, electrical laboratory, stationery store and a large study hall for the use of the students. The third floor contains the principal's office and library, recitation rooms, physical laboratory, large study hall and assembly room. The fourth floor contains the chemical laboratory, assaying laboratory, large drawing department, recitation rooms, reading room and blueprint room.

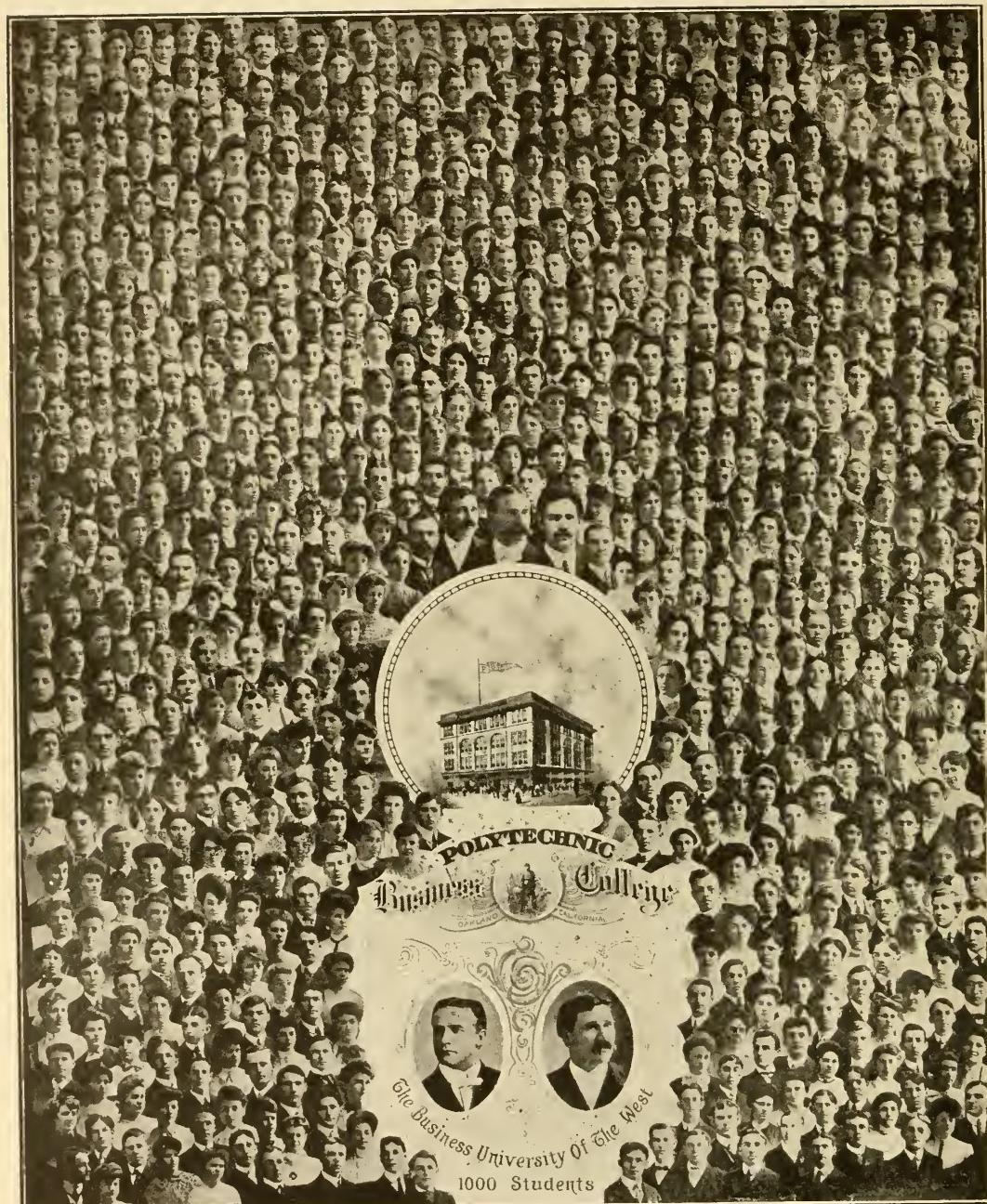
The Polytechnic College of Engineering is the only private school of engineering on the Pacific Coast equipped with extensive machine shops, pattern shops, electrical, steam, physical and chemical laboratories, together with tools, instruments and apparatus necessary to teach engineering subjects in a practical manner.

The Polytechnic College of Engineering is the only school in the West that has solved the problem of connecting the school with the practical engineering and industrial world.

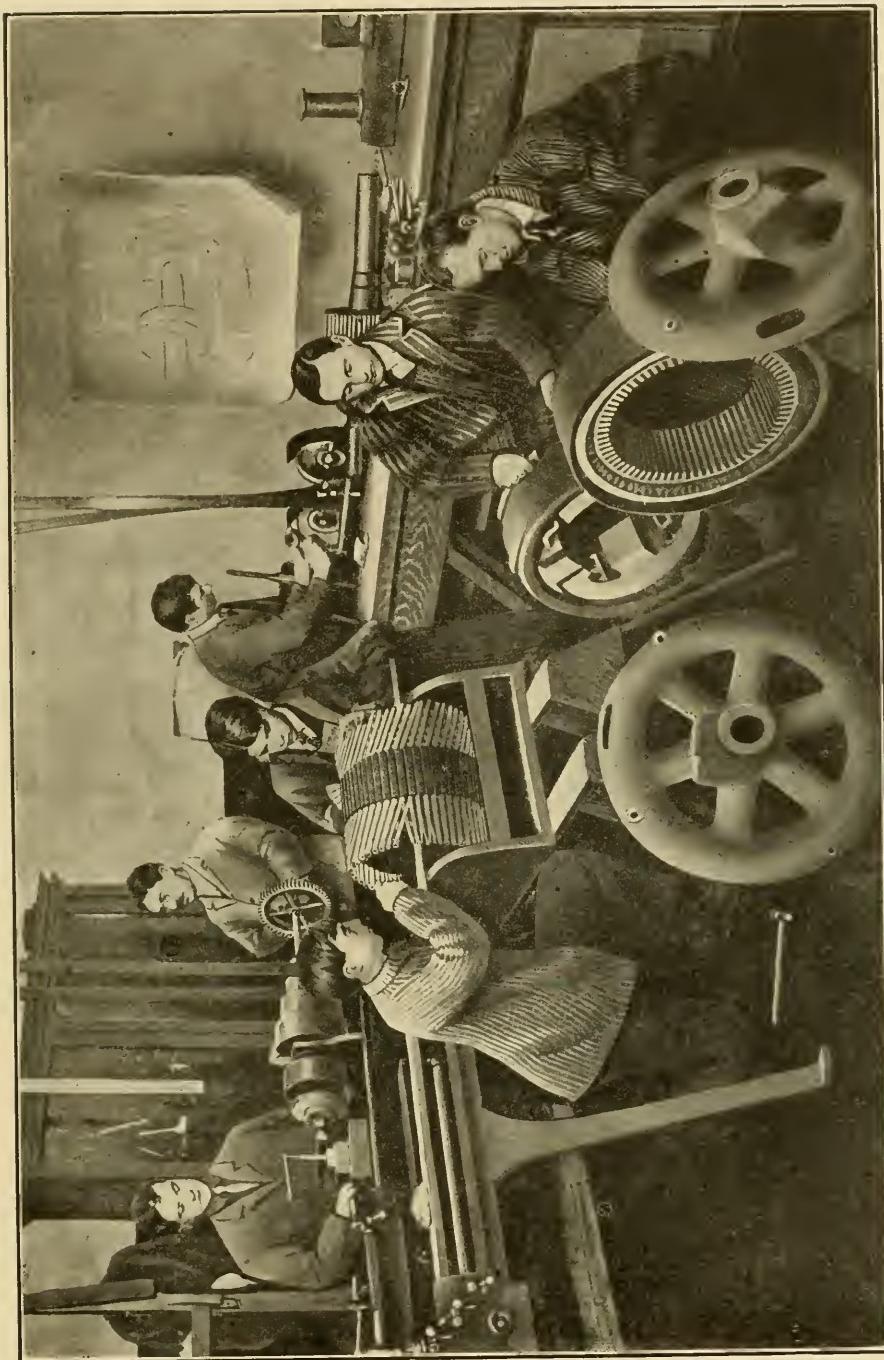
Contracts are taken in all lines of engineering and construction work, and advanced students are given actual engineering experience while pursuing their regular course. Students are thus made familiar with the engineering problems with which they will meet in the practice of their profession.

The Polytechnic is the only private school of engineering in the West that grants degrees.

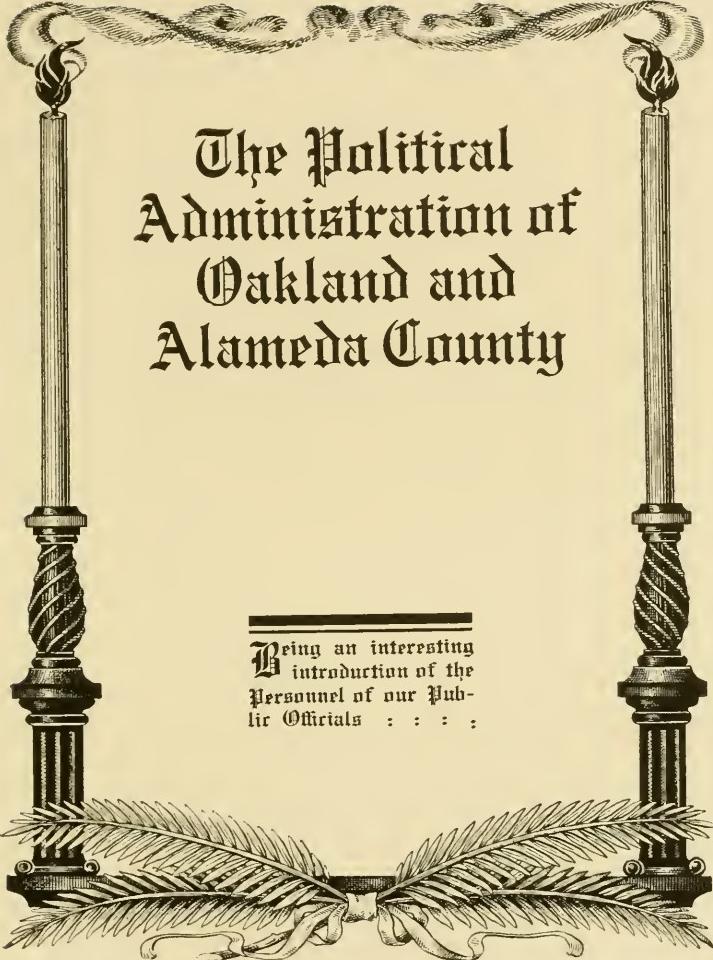
Thorough and complete courses are sustained in civil, electrical, mechanical and mining engineering, gas, steam and hydraulic engineering, also architecture.



College Faculty and One Thousand Students of the Polytechnic Business College

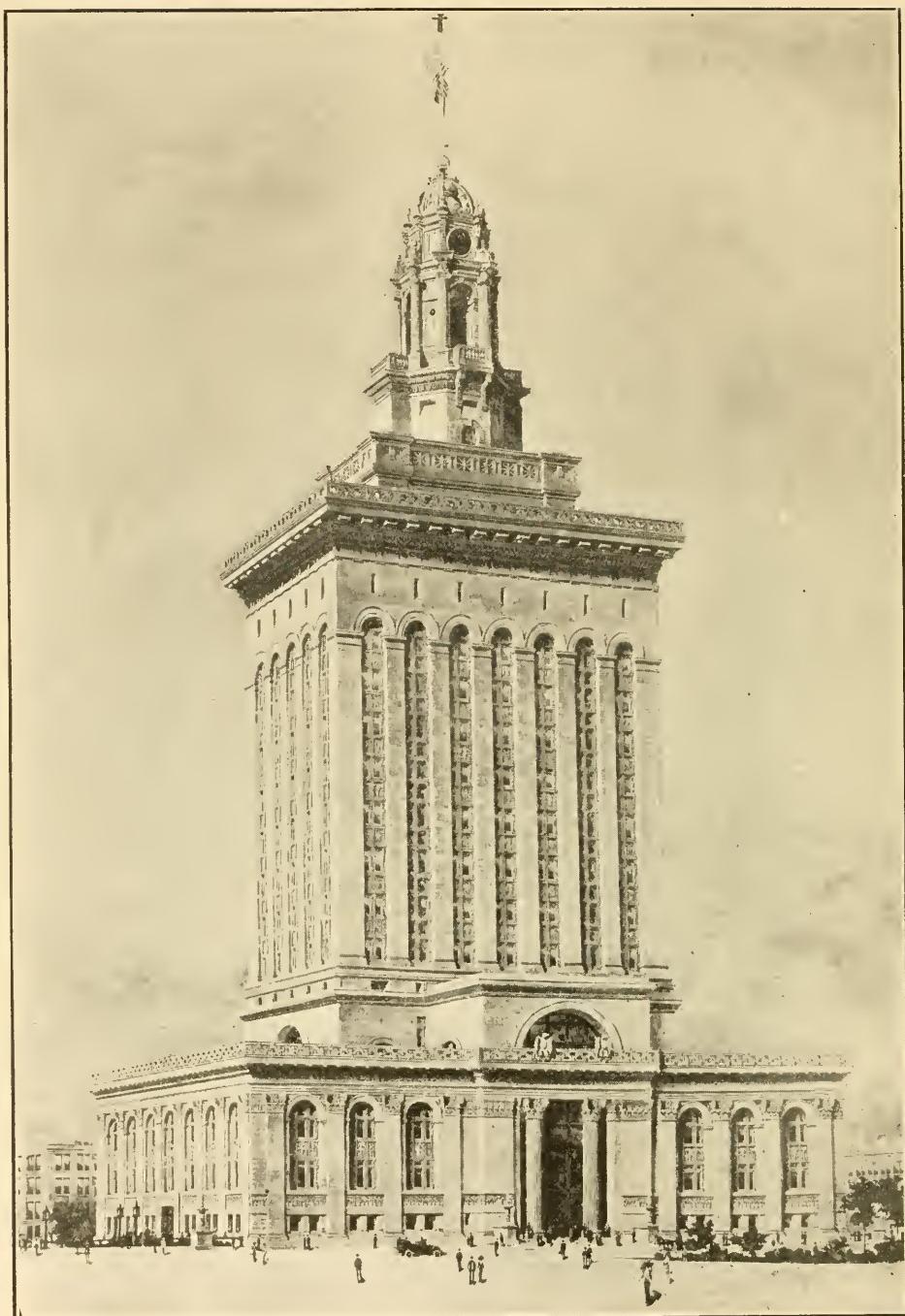


Practical Work in Electrical Laboratory, Polytechnic College of Engineering



The Political Administration of Oakland and Alameda County

Being an interesting
introduction of the
Personnel of our Pub-
lic Officials : : : :



The New City Hall under construction, 14th and Washington Streets, Oakland, California

New City Hall, Oakland, California



HEN a great enterprise in a land or community is conceived and executed, the credit and the honor for the original conception is seldom known to those who view it in its completed state. Seldom are records kept of the preliminary work and thoughts which in succeeding days become history, so that the interested searcher may find the names of those responsible for the great enterprise or movement.

The New City Hall now being erected in Oakland is probably no exception to the rule, but its history is so recent that we can at this date readily place honor and credit for this magnificent building, and in two years the citizens of Oakland will have the pleasure and delight of entering the edifice which was conceived by them and by their representatives, and the honor of its success cannot be divided, nor can it rest upon the shoulders of anyone in particular, but to the whole, who have so magnificently responded to the call within themselves; consequently the success will be all the greater.

The architectural competition of the City Hall was one of the most important held in recent years, and considering the eminence of the competitors, such firms as McKim, Mead & White, York & Sawyer, Cass Gilbert, Peabody & Stearns, and others who entered this competition, the amounts of the awards, the artistic merits of the drawings submitted, and the fairness shown on every hand, this competition was one of the most prominent held in America.

The successful firm is Messrs. Palmer & Hornbostel of New York, already well known, having designed the Williamsburg and Queensboro bridges in New York City, the New York State Education Building at Albany, the Carnegie Technical Schools, the University of Pittsburg, and the Soldiers'

Memorial Auditorium at Pittsburg, and the successful competitor in the recent competition for the Northwestern University Buildings at Evanston, Illinois. It might be mentioned here that Mr. Hornbostel, of this firm, was the author of the design placed first among those submitted by Americans in the notable competition held by Mrs. Phoebe Hearst for the University of California.

Briefly, the design for the Oakland City Hall may be said to consist of a low, wide base, fronting on an entire city block, serving as a platform, from which rises a large central shaft or tower, which is surmounted by a beautiful lantern of masonry, containing a clock on its four sides. The base, consisting of the three lower stories above the ground, will be decorated with a dignified, modified Corinthian order, which will fully express the classical traditions of the beautiful Renaissance architecture. This lower part in all respects represents the monumental character which such a civic building should possess. Its entrance on Washington street will be flanked by large granite Corinthian columns, behind which rests the beautiful screen of bronze and glass. The facades in composition are composed of pilasters between the windows, projecting very slightly from the walls. The window openings will be trimmed with ornately designed architectural terra cotta, forming exquisite trimmings for the beautiful, white California granite and the deep colors transmitted from the glass.

The shaft or tower which represents the office feature of the structure shows its own individual character. Here again the architects have made use of the heavy granite, trimmed beautifully with the finely modeled architectural terra cotta at the window openings. The composition of the material is truly American, and characteristic of a type of architecture which this

firm has widely developed; the strong, massive granite giving the impression and feeling of strength and the lighter, graceful terra cotta serving its purpose as ornamentation, thereby bringing about a harmonious composition which applies to the many arts of life beside that of architecture. The shaft is crowned at the top by a heavy, projecting cornice, firmly and securely anchored to the structural steel work, and the perforated railing again shows the exquisite use of the lighter material. From the fifteenth floor rises the lantern, with its octagonal form, springing from a square base and surmounted with a composition of the Ionic order, its columns supporting the heavy consoles which incase the clocks and apparently support the dome. The deep recesses and perforations of the lantern will give a fine play of light and shadow, strongly reflected and marked by the material, which will be dull, glazed terra cotta.

The small rectangular openings over the arches of the shaft indicate the prison cells contained within the walls, for it is at this level of the structure that the jail and its hospital has been planned, a novel and unique feature, conceived for safety and sanitary purposes.

The interior of the building will be a marvel of grandeur and beauty. The visitor enters the building by the three low granite steps from the sidewalk on Washington Street and finds himself in a vaulted vestibule sixty-six feet in height. From this point he can look directly into the central dome, sixty feet in diameter, the crown of which is one hundred and twenty-five feet away and eighty feet above the floor of the vestibule. Elevators on either side of the grand stairway, which is directly before him, give access to all floors of the building. The magnificent stairs, sixteen feet in width at the vestibule, divide at a central space between the first and third floors, joining together at the third floor in the grand rotunda crowned by the dome. The rotunda is flanked with Doric columns and is lighted by six semi-circular windows, each of the two largest being thirty feet in diameter. The vestibule stairs and rotunda will be finished in

imitation limestone, jointed, tooled and carved, so that the visitor will see a modern application of the latest methods in fireproof construction, exquisitely beautified. Today the modern builder does not attempt to use the huge, heavy, expensive methods of the ancients; instead, the science of building has developed the light frame, covered by fireproofing material, such as terra cotta and metal lath, to which is applied again the modern inventions, namely, refined plaster, and, in this case, the ground limestone mixed to form a chemical union, so that the finished walls bear the appearance of all the grandeur and massiveness of Italian monuments.

At the top of the stairs, and some distance back, is the entrance to the Council Chamber, which will be used for public sessions of the Mayor and City Commissioners or receptions to distinguished guests of the city, a large room, 64x40 feet, and 40 feet in height, with a vaulted ceiling. Like the vestibule and rotunda, the Council Chamber will be finished in imitation limestone for the walls and ceiling, and the floor will be composed of marble and cork. During the day this chamber is lighted by six large windows, penetrating the large barrel vault. At night it is lighted by one of the most ingenious methods devised by expert illuminating engineers. In general the lighting will be by Cooper-Hewitt and the Moore tubes and incandescent lights, which are reflected through a perforated pattern in the vault above. This is controlled by what are termed "dimmers." The lights are operated by the pushing of an ordinary switch button, which, in turn, operates an automatic switch. This automatic switch forms the connection which turns on the current, and the light starts from a minimum candle power and gradually rises to a maximum, when it returns to a minimum. The exact lighting effect can be controlled by again pushing the button when the illumination has reached the desired point. Thus a maximum or a minimum amount of light can be obtained by this method of lighting. This is not a new scheme, although it is somewhat novel. A similar illuminating effect

has been developed in the Allegheny County Soldiers' Memorial Auditorium at Pittsburgh, and has been the cause for wide and favorable comment.

The Police Courts, Fire and Police Departments, the Mayor's suite of offices and the Commissioners' offices will be in the lower three stories. Above the fourth floor and to the eleventh, inclusive, the administrative departments of the City will have their offices, and every conceivable accommodation has been arranged for these various departments, each having its own needs and wants cared for.

From the twelfth to the fourteenth floor, inclusive, is the novel feature of the City Prison and its emergency hospital. The prison for men contains forty steel cells of the latest device, each having a toilet and lavatory and each ventilated. The prisons for the sexes are separated so that each is remote from the other. There are two open-air exercising courts, each being twelve feet by fifty-four feet in extent and one hundred and seventy-five feet above the sidewalk.

Another feature attached to the prison is the directness of the handling of prisoners. As the prisoner is brought in by the patrol wagon he is conducted to a special elevator and taken directly to the jail at the twelfth floor, there being no openings in the elevator shaft between the second floor, where the court rooms are located, and the twelfth floor. Thus this elevator is reserved entirely for jail purposes, having openings on the ground, second and twelfth floors only.

All sanitary arrangements will be made for the health of the prisoners and jailers. Shower and tub baths are plentiful. The floors will be of cement, the walls will be of enameled brick and the ceilings of hard plaster, the cells, of course, having their steel ceilings and

walls. The exercise courts will be laid with Ludowici Celadon promenade tile; the walls of faced brick. These courts are open on top so that pure, fresh air may be had at all times. The lighting of the jail, too, is a feature in itself. At various points push buttons will be placed, controlling automatic switches, which, by the pressing of one from any point, will flood the three floors with light.

The Oakland City Hall will be the highest building west of Chicago. The cornice of the main tower is two hundred and seven feet above the sidewalk; the top of the lantern is three hundred and thirty-five feet eleven inches, and the top of the flagpole three hundred seventy-six feet eleven inches. The construction, as specified, is thoroughly first class and as fireproof and earthquake proof as science and modern methods can make it. The foundation now being installed is a continuous raft of concrete, reinforced with twisted steel bars. The concrete is two feet nine inches in thickness, extending down under the grillage beams and acting as a solid mat. This is intended to absorb, as far as human ingenuity can devise, the shock of earthquakes and to tie the building together and insure its vibrating as one homogeneous mass. The walls are to be reinforced and anchored to the structural steel with closely spaced steel rods, extending in a horizontal and vertical direction. The floors will be of reinforced concrete, the partitions structural terra cotta and the ceilings wire lath and plaster; the interior trim of California woods.

In short, the building takes advantage of all the latest devices of theory and practice, and should stand unharmed for centuries to come. Furthermore, it will stand as a monument to all visitors as a beautiful piece of architecture, built with California materials and erected by California men.

Oakland's New Charter

By James P. Montgomery



N JULY 6th, 1910, the citizens of Oakland chose the following freeholders to frame a new charter for the city of Oakland, viz.: R. H. Chamberlain, William C. Clark, I. H. Clay, Charles H. Daly, George Dornin, Albert H. Elliot, Raymond B. Felton, John Forrest, Richard M. Hamb, Hugh Hogan, Albert Kayser, John J. McDonald, George C. Pardee, Harrison S. Robinson and Fred L. Shaw.

With unselfish devotion to the important civic duty reposed in them, the freeholders prepared a charter which was adopted by the citizens of Oakland on the 8th day of December, 1910, and duly ratified by the Legislature of the State of California on the 13th day of February, 1911.

In the molding of the charter the framers studiously garnered thought from the various municipal charters of the United States and were thus enabled to give to the people of Oakland the wisdom and ripened thought of many progressive and enlightened cities.

Upon this charter will largely depend the future destiny of this municipality, for if it is adequate to the expanding needs and growth of the city her people will soon awaken to the vast opportunities now lying dormant in her midst.

It would be vain to expect the charter in its inception to prove faultless, sufficient should its main features be true to the needs of the people, leaving the future to chasten what chance blemishes it may contain.

Elimination of Partisan Politics.

The first feature in the new charter worthy of special commendation is the provision which removes the city of Oakland from the narrow slough of partisan politics. No element in municipal, state or national

politics has tended more to mire the people in base servitude than the fetich of partisan politics.

Commission Form of Government.

The charter provides for the city of Oakland what is commonly known as the commission form of government, with the following elective officers: Mayor, Auditor (who shall also be ex-officio Assessor), four Commissioners and six School Directors. The Mayor and the four Commissioners to constitute the City Council, with the Mayor as the presiding officer thereof.

The City Council must meet every day at 11 a.m., Saturdays, Sundays and legal holidays excepted, and each Commissioner must be in his office on working days at 10 a.m.; but unwittingly the charter has failed to provide the same mandate for the Mayor.

Executive and Administrative Powers.

The executive and administrative powers are primarily lodged in five departments, respectively:

1. Department of Public Affairs, under the supervision of the Mayor.
2. Department of Revenue and Finance, under the Commissioner of Revenue and Finance.
3. Department of Health and Safety, under the supervision of the Commissioner of Public Health and Safety.
4. Department of Public Works, under the supervision of the Commissioner of Public Works.
5. Department of Streets, under the supervision of the Commissioner of Streets.

The several departments enumerated above, with the exception of Department of Public Affairs, to be assigned amongst the various Commissioners after election by the City Council.

Board of Education.

The Board of Education to consist of the six school directors and the Commissioner of Revenue and Finance.

Public Officials to Devote Their Entire Working Time to the City.

One of the intents of the charter is that all public officials shall devote their entire working time to the city's business,

lic service capable of checkmating the greed of astute private grafters, the greater the likelihood of municipal governments rising to the duty of properly conserving the rights and interests of the people.

Civil Service.

Under the new charter, practically all the city employees are placed under the civil service, excepting a few of the chief



J. P. MONTGOMERY

Who has written an article analyzing Oakland's New Charter, which, though mildly critical, gives a good idea of its salient points.

though the wording of this important provision of the charter has more elasticity of evasion than the public good would seem to warrant.

The remainder of the officers and employes of the city are appointive. The salaries allowed to the Mayor and Commissioners, while not in keeping with the magnitude of their responsibilities, are, nevertheless, a marked advance in the right direction, for the sooner it is realized that due compensation must be paid to municipal employees, if men are desired in pub-

appointive officers of the city. It is provided there shall be appointed by the Mayor a Civil Service Board, consisting of three members, whose duty it shall be to classify the employees of the various departments of the city; to examine applicants for office, and to dismiss from service after public trial and conviction, incapable or venial employees. The civil service provision seems to be in the main a wise thought, yet it may be a question whether it would not have been better to have provided an elective board in order to remove as far

as possible the men occupying the delicate trust of civil service commissioners of the municipality from the influence of the appointive power.

The Recall, the Initiative and Referendum.

Perhaps no feature of the new charter is more expressive of modern civic thought, than the provisions providing for the Recall, the Initiative and Referendum.

Whatever blemishes this charter may contain seem almost redeemed in the possession of these salient provisions, which enable the people at all times to sit in mastery and judgment over their representatives.

The percentage for the recall is 15 per cent. of the total vote cast for Mayor at the last preceding general municipal election.

When a special election is desired, the percentage for the initiative is 15 per cent. of the votes cast for the Mayor at the last preceding general municipal election. When the question sought to be presented to the voters is to be voted on at a general municipal election, only 5 per cent of the total votes cast for the Mayor at the last general municipal election is required.

The provision for the referendum requires a petition of 10 per cent. of the entire vote cast for Mayor at the last preceding general municipal election.

With these provisions in her charter the public official must needs realize that he is no longer an autocrat, but a servant of the people and that he must act modestly, pru-

dently and justly in his position of trust.

Under the Initiative and Referendum a watchful people can at all times interpose the sovereign power to checkmate the sacrifice of the public weal by incompetent or dishonest representatives.

If any serious criticism were ventured to Oakland's New Charter, it would be to the effect that it is rather encumbered by a prolixity of safeguards; that there have been too many checks placed upon the exercise of the sovereign power by the elective officers of the city; for it would seem that great amplitude of power should have been conferred upon the Mayor and Commissioners, in order that delay in public business might not be occasioned by needless restraints and unnecessary restrictions of power. With the Recall, Initiative and Referendum at command, there is little to fear public servants transcending beyond the sovereign power of the people to correct.

Doubtless, under the new charter for the first few years the expenses of the municipality may be increased, for new charters, "like our strange garments, cleave not to their mould, but with the aid of use." But as the charter is better understood and its profusion of detail gradually eliminated by judicious pruning, it will be found that its framers moulded faithfully and well the ground work of a charter which will speak for them lasting credit and for Oakland, the City of Destiny, the glory of possessing a charter without peer amongst the municipalities of the world.

Hon. Frank K. Mott

Mayor of the City of Oakland, California

HE names of "Oakland" and "Mott" are heard in conjunction so often that it indicates a pretty close affiliation, apart from the executive office he holds, and the reason for this is apparent. Mr. Mott is not only Mayor, he is something more: he is the organizer of the Oakland Chamber of Commerce, practically the founder of the Merchants' Exchange, a business man of solid financial standing and a progressive and conscientious citizen.

The life and struggles of most successful men of the self-made type provide an interesting story, and this is true of Mayor Mott, whose career is typically American.

Mayor Mott is a native son, born in San Francisco in 1866. When he was two years old, his parents, Peter D. Mott and Mrs. Fannie K. Mott, removed to Oakland where they established their home. Frank was the eldest of six children; he began his education at the old Prescott School and continued in attendance there until he was eleven years of age.

About that time the father died, leaving the family dependent upon the efforts of a mother who had already been almost impoverished by the expenses incurred in providing her husband with medical attendance during his last illness, which extended over a couple of years. The cause of death was a second stroke of paralysis.

As a consequence of the first stroke, the elder Mott became incapacitated for work, and the maintenance of the family depended on the savings which he had accumulated during his years of labor, which, however, were not overly liberal because of the expense of maintaining a family which was both youthful and helpless. The father was a stationary engineer and at one time was engaged in that capacity in the United

States Mint in San Francisco, and at the time of his death, in 1877, was fifty-two years of age.

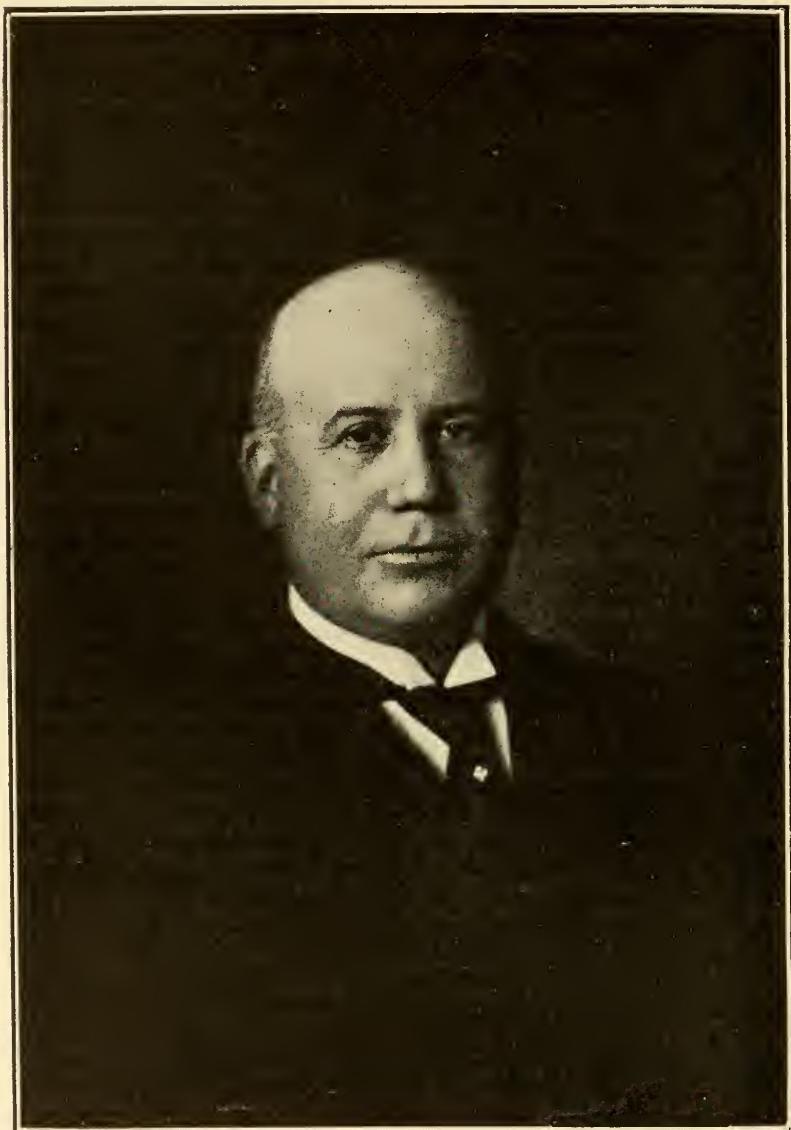
The present Mayor continued his education at Degen's Academy after leaving the Prescott School, but after two terms, feeling that he had now acquired a good average education, and having a strong desire to lend his aid to the support of the family, left the academy and looked for employment.

He found his first work with the Western Union Telegraph Company as messenger, and for his carefulness and reliability was soon promoted, first to a position in the office and later to lineman and collector. His next work was with George S. Brown, who had a hardware store at Tenth and Broadway. It was in this business that he first showed his business acumen and able management, for, despite a number of changes in the firm, he showed a strong degree of continuity and finally became sole proprietor of the business, which he successfully conducted for a number of years. He eventually sold his interests in the hardware business to Brittain & Co. at a profitable figure.

He is now at the head of the Frank K. Mott Company, one of the best known and most solid real estate firms in the city of Oakland.

Mr. Mott was appointed by Mayor Pardee to the City Council in 1894 from the old First Ward, to fill the vacancy from that section caused by the retirement of Henry P. Dalton, who had been elected County Assessor.

In the city election of that year he was nominated by the Municipal League to succeed himself as councilman from the First Ward and was elected by a handsome majority. In the second year of the term of



HON. FRANK K. MOTT
MAYOR

two years he served as President of the City Council.

He was renominated at the expiration of his term, but owing to the pressure of private business was compelled to decline to run.

Two years later his friends insisted on his again returning to the Council and he was again elected, having been nominated by the Republican convention and endorsed by the Municipal League. At the end of his term he again returned to private life and devoted all of his attention and energy to his business.

In 1901 and again in 1903 he was strongly urged to be a candidate for the mayoralty, but declined on account of business reasons. In 1905 his friends again insisted on naming him for the office of mayor. After some consideration he consented and was nominated for the office in the city convention in February, his nomination being endorsed by the Municipal League and the Democrats.

At the end of his term he was renominated by the Republican city convention and was endorsed by the Municipal League, the Democrats and the Union Labor Party. There was practically no opposition, which is something that rarely happens in politics.

He was, of course, re-elected, and when his second term came to a close he was again nominated by the Republicans and endorsed by the Democratic, Union Labor and Municipal League parties, and was again returned to the mayoralty.

Mr. Mott has the distinction of being the first mayor to be elected under the new direct primary law. The people proved last spring that he is not a "machine" mayor when, by direct popular vote, he was again nominated and subsequently elected by a handsome majority to serve as chief executive for the fourth time.

The work which Mayor Mott has performed during his three terms as Mayor has been almost superhuman when compared with that accomplished in former times. He has brought harmony into the councils of the administration. There is a bond of sympathy and appreciation between the people and the local government for the reason that the public has come to realize that the administration is inspired with the

purpose of upbuilding and expending the taxes where they will do the most good.

It is not necessary to write in generalities in telling of Mr. Mott's work. In 1906 the people voted over a million and a half bond issue for park and sewer improvements. During his first administration the police department was doubled and two new engine houses were constructed. During his second term there was a settlement with the Southern Pacific with respect to the water front, the corporation yard was established, the street department was reorganized, the project for an auxiliary salt water plant for fire purposes was inaugurated, and this has recently been brought to completion. Fire protection was further improved, three more engines and two engine houses were provided, Lake Merritt was dredged, a museum was established on the shores of the lake, and a playgrounds system was inaugurated, and a park commission was created for the special purpose of looking after the parks of the city.

During the last term there were constructed more engine houses, ordinances were passed for the betterment of sanitary conditions, suburbs were annexed, and Oakland is to have one of the finest city halls in the West.

Mr. Mott's record is clean. We have had prosperity under his administration because he is a good business man. He has brought about harmony because he is fair, gives close attention to the arguments and suggestions of his colleagues and does not claim all the credit for the good work of the administration. He has always been on the side of improvements, reforms and better conditions. We do not think it too much to claim that the excellent work of the present administration under Mayor Mott has had no small influence in the rapid commercial progress Oakland has made during the past few years.

Extensive water front improvements are under way, \$2,500,000 being already on hand for this work. Large and permanent docks are under course of construction along the southern and western water front and a system of belt line railways is to be constructed at the earliest possible date.

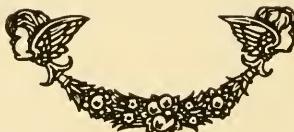
The Mayor is a member of a dozen fraternal orders, including the Knights of

Pythias, the Elks, F. and A. M. and is a member of the Union League Club of San Francisco.

He has been both a wage-earner and an employer, which has given him a particularly broad insight into general conditions and has made him popular among all classes. He fairly radiates energy, is always accessible and transacts the large amount of business coming before him sys-

tematically and promptly and seems to create an atmosphere of good cheer amongst his fellow workers.

In the natural sequence of events, it would not be at all surprising if Mr. Mott would be called upon to serve the public in a broader field, for he has built up a reputation which places him among the foremost men on the Pacific Coast.



Harold A. Wilkinson

Secretary to the Mayor



ONE of the clean-cut and active young men of the administration is H. A. Wilkinson, Secretary to the Mayor. His position in the Mayor's office is one of no little responsibility and one that involves a large amount of detail work, as well as a thorough knowledge of the workings of the various departments of the city's government.



HAROLD A. WILKINSON
SEC'Y TO THE MAYOR

Mr. Wilkinson was born in Oakland on October 16, 1880, and is a son of Albert E. Wilkinson, who came to Oakland some thirty-five years ago. The elder Wilkinson has large dredging and manufacturing interests throughout the State and is interested in the Golden State Miners' Iron Works of San Francisco.

After going through the public schools of Oakland as a boy, young Wilkinson felt a restless desire to make his own way in

the world and secured a position with the Oakland "Tribune," where he worked for a year or so. In his early youth he always seemed ready for work and enjoyed earning his own spending money. Although his father was perfectly willing and well able to defray his educational expenses, the boy exhibited an unusual degree of independence by paying his college tuition from his own earnings.

In December, 1899, he received the appointment as Secretary to the Warden of Folsom Prison, which position he occupied until 1903. His next appointment was to the office of Secretary to the Street Commissioner of the city of Oakland, where he remained until 1910.

After the fall election of 1910 he accepted the appointment as Secretary to Mayor Mott, to fill the vacancy caused by the resignation of Mr. Tyrell, who had just been elected State Senator.

His appointment to his present office was largely based upon considerations of personal fitness, due to his considerable experience and knowledge of municipal affairs. Since he has had charge of the detail work of the Mayor's office he has endeavored to maintain a strict adherence to the principles of the administration, together with a careful regard for the business concerns of the municipality. His uniform courtesy and consideration to the public who have business to transact at the Mayor's office have made him many friends.

Mr. Wilkinson has been a hard worker for the success of his party at the polls, and has been active in the organization of numerous political clubs during the past several years, and altogether has become a valuable acquisition to his party.

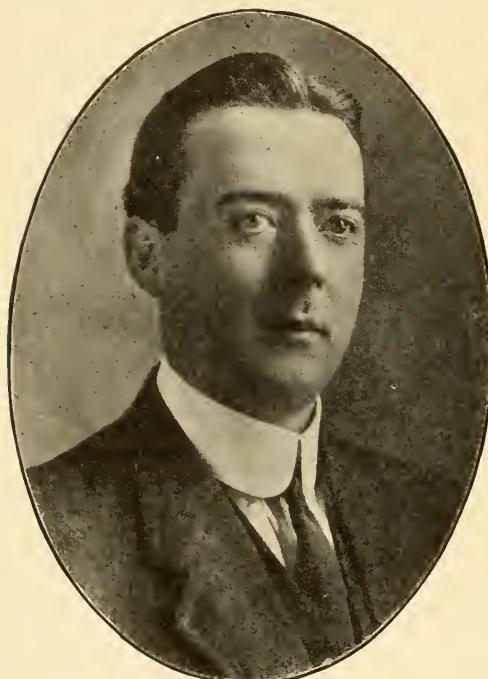
He possesses the telling attributes of youth, vigor, integrity and ability, and is bound to be heard from in the future political history of the city.

Harry S. Anderson

Commissioner of Public Works



R. HARRY S. ANDERSON, the vigorous young commissioner recently nominated by the direct primary vote, and subsequently elected by a majority over his opponent, Edwin Meese, one of the strongest men in Alameda County from which to wrest a political victory, has, through this election alone, proven his popularity and executive ability.



Courtesy of Dorsaz Photo

Mr. Anderson is a product of California soil, born in Oakland on September 3, 1877, and has lived in this city all his life. Upon the foundation of a practical public school education, he entered the carpet business with his father, S. Anderson, twenty-one years ago, when but a boy, and has been a success in this business ever since. The carpet business was established in the old Masonic Temple Building, being located

there for three years; it was then moved to 1114 Broadway, where it remained for twelve years, and finally to its present location at 405 Thirteenth Street.

The young Commissioner's continued success in business would seem to argue well for his success in his present important public office. Although this is his first elective public office, he has been active in politics for some years past. He was Secretary of the County Republican Central Committee of Alameda County, Secretary of the Seventh Ward Republican Club, and was Secretary of the last State Republican Committee's Convention under the old regime, before the direct primary law went into effect.

Mr. Anderson stands for a clean, business administration and states that he will work hard toward that end in his department, which has supervision of some of the most important matters in the city. As Commissioner of Public Works he has charge of the construction work on the new million-dollar city hall, the development work on the water front, the construction of all new school houses and full charge of all matters pertaining to wharves, docks and shipping.

Mr. Anderson is well known in fraternal circles, being a member of the Elks, all the Masonic orders, including the Mystic Shrine, Moose, Owls, Fraternal Brotherhood, Royal Arcanum, and some half dozen others. He also enjoys the distinction of holding the position of "Speaker of the Senate" of the National Union, which is the third highest gift of the order in the United States. He is one of the most active young men in the city in furthering the cause of all athletics and is one of the large stockholders in the Oakland baseball team.

He was married to Miss Edna Frances Camp of Oakland on April 23, 1901.

In meeting Mr. Anderson one is impressed with the energy with which he tackles his work. He is thoroughly alive to all important public issues, he is clean-cut and direct in his methods and should make an excellent public official.



WILLIAM J. BACCUS
COMMISSIONER OF STREETS

Courtesy of Bushnell Photo

William J. Baccus Commissioner of Streets



COMMISSIONER WILLIAM J. BACCUS, who has been in the public eye as a city official for nearly ten years, is self-made and has acquired his success solely through his own energies and by making the best of his opportunities, and it might be stated here that he has himself created most of his opportunities.

He has always lived on California soil and under California environment, having been born in San Francisco on November

17, 1869. Coming to Oakland when a lad of ten, he received a practical education in the public schools here, and has been a resident of this city ever since.

Mr. Baccus has been brought up on good, plain, honest hard work. After finishing his schooling he was engaged in the teaming business with W. H. Parrish, and then learned the bricklaying trade, working at that for several years. He was not the young man to stay long at the bottom, however, and soon saw greater opportunities in

the contracting business. With a thorough knowledge of general construction work, acquired through practical experience, and by virtue of his honesty, thoroughness and promptness in fulfilling his many large contracts, he has become one of the foremost contractors in the city, his most recent work being the reconstruction of the Syndicate Building.

In 1903 he accepted the nomination on the Republican ticket for member of the City Council, receiving the endorsement of the Union Labor forces with whom he is strongly affiliated, and was elected by a big majority. His work in the Council was so satisfactory to the public that he has been continuously elected ever since, having served four terms.

As Councilman he served as chairman of the Street Committee for four years. He has always been a hard and consistent worker for better streets. When he first went into office the mileage of permanent pavements in the city was very small, and it is largely through his efforts and influence

that the number of streets enjoying permanent pavements has been so greatly increased.

It was largely through his record as Councilman that he was nominated by direct primary vote for the office of Commissioner under the new charter and elected by a goodly majority, and it would seem that as Commissioner of Streets, Mr. Baccus is assuredly the right man in the right place.

Mr. Baccus is the son of Benjamin Baccus, one of the early pioneers of California who came to the Coast overland by team in 1851. The elder Baccus worked with the Southern Pacific Company and was later engaged in the plumbing business in San Francisco. Mr. Baccus married Miss Catherine Muir, daughter of an early pioneer, in San Jose in 1896. There are three children: Volina, a daughter of 12; William J. Jr., 10, and Robert, 7. He is a member of the Native Sons, Eagles' Aerie No. 7, Red Men, Moose and other fraternal orders and clubs.



John Forrest

Commissioner of Revenue and Finance and Ex-Officio Member
Board of Education



R. JOHN FORREST, the new Commissioner of Revenue and Finance and ex-officio member of the Board of Education, is a self-made man in every sense of the term. Born in Ireland about fifty-one years ago, he came to America when a mere lad, in 1872, and arrived in



JOHN FORREST

COMMISSIONER OF REVENUE AND FINANCE
Courtesy of Stewart Photo

Oakland about three years later, in 1875.

He has always made his own way in the world and took his first job in Oakland with the old San Pablo cable road, doing construction work. Following this he was with the Southern Pacific Company for many years as car repairer and inspector of air-brake equipment. He left the employ of

the Southern Pacific at the time of the big strike in 1894, and entered the employ of the gas company where he also served for a number of years in various capacities. He next served the State as water front paver under Governor Pardee's administration.

His first appointive office in the city of Oakland was when he was made trench inspector, which position involved the duties of examining and passing upon all trenches or openings in the city streets or elsewhere made by the various utility companies for water pipes, gas mains, telephone conduits, sewers, etc. In this position Mr. Forrest did careful, thorough and conscientious work.

Mr. Forrest enjoys the proud distinction of having been elected a member of the freeholders of Oakland in framing the new charter, and served as chairman of the board during nearly all of its sessions.

He was nominated in the direct primary vote as a candidate for Commissioner and was subsequently elected by a goodly majority, which office he is now occupying. As Commissioner he has supervision of the very important department of Revenue and Finance, and judging from the careful attention he has given to whatever work he has had in hand in the past, he will no doubt give the public a conservative and business-like administration in his present office.

Mr. Forrest has been a prominent labor man all his life. Having been a worker himself he appreciates the needs and difficulties of all other workers and has done much to further the cause of labor. He is at present the president of the Gas Workers' Union of Oakland, which position he has held for many years.

He is well liked by everyone, because his success has made no change in his attitude toward his friends, and the public has found him an unassuming, courteous and pains-taking official.



F. C. TURNER
COMMISSIONER OF PUBLIC HEALTH
AND SAFETY

Courtesy of Stewart Photo

Frederick Chester Turner Commissioner of Public Health and Safety



COMMISSIONER FREDERICK CHESTER TURNER, now at the head of the Public Health and Safety Department of the city of Oakland, is widely known among his professional brethren on the Pacific Coast, and his thorough education and broad experience in his chosen work have given him an excellent equipment for his present duties.

Mr. Turner is a New Yorker by birth, born in Buffalo, November 11, 1865. Coming to Oakland in his youth, he attended

the public schools here, finishing his education at the University of California, graduating with the degree of B. S. in 1887.

After his graduation he took up his first work with the United States Engineers, engaging in river and harbor work. With the exception of one year, during which time he lived on a ranch, he was with the government engineers as inspector, draftsman and assistant engineer, until the time of the Spanish-American War. Mr. Turner, after a competitive examination, obtained a commission as first lieutenant in the Second

United States Volunteer Engineer Regiment. His service covered a period of nearly a year, during which time he was engaged in the construction of a military post at Honolulu and performed various other engineering work under Major Langfitt, U. S. Engineer.

Upon receiving an honorable discharge from the army he returned to America and engaged in river and harbor work in San Diego and San Pedro harbors, after which he returned to Oakland.

Mr. Turner accepted the nomination on the Republican ticket for City Engineer in 1901 and was elected in April of that year by a flattering majority. The fact that he has been re-elected five successive times to the office is pretty conclusive evidence that he has the confidence and endorsement of the public.

During his tenure of office over a million dollars have been expended on sewer work alone. The work that has been carried forward in the way of street improvements and various other municipal work, such as culverts, salt water fire protection, dredging of Lake Merritt, etc., has amounted to millions of dollars. The immense amount of detail work, estimates and figuring have been done under the direct supervision of Mr. Turner, and he has handled the intricate problems of the department with rare judgment and with such ability as only long experience and careful training can produce.

The City Engineer's office, during Mr. Turner's tenure of office, was in the midst of executing the work of constructing new wharves involving the expenditure of \$1,500,000. There were in force at that time ninety contracts for public work and during the past few years there have been an average of from seventy-five to one hundred of such contracts in force at one time during the working season. As an important factor and adviser in carrying forward a work of this magnitude, in conjunction with the performance of his duties as Police and Fire Commissioner, the public can readily appreciate the immense responsibilities of the office.

Mr. Turner was nominated and elected to his present office as Commissioner of Public Health and Safety under the new charter and should do excellent work in his new office.

Mr. Turner married Miss Elsie B. Lee of Oakland in January, 1898, and has two daughters. He numbers among his close friends many of Oakland's first citizens and is a member of the Beta Theta Pi, the college Greek letter fraternity.

Personally Mr. Turner is conservative and retiring. If we were called upon for a criticism we might state that he is almost too modest about his public work. His life and his professional and political record will bear the closest scrutiny.





BENJAMIN F. WOOLNER
CITY ATTORNEY

Ben F. Woolner City Attorney



EN F. WOOLNER is a native of Suistun, where he was born in 1872. He came to this city in 1888 and graduated from the high school in 1890. Then followed the study of Blackstone and the other founders of his profession and subsequently his becoming a member of the firm with which he is now connected, the only co-partnership in which he has entered since his admission to the bar.

He was recently appointed to the office of City Attorney, vice John W. Stetson, by Mayor Mott, which appointment has met with the approval of a large number of friends and acquaintances.

With the engrossments of his office and court business, Mr. Woolner finds ample time for recreation and social work. He is a member of Oakland Commandery No.

11, K. T.; Aahmes Temple of the Mystic Shrine of this city; was the first president of the Athens Parlor N. S. G. W.; Live Oak Lodge No. 61, F. and A. M., and one of the leading spirits among that coterie of live wires known as the Nile Club, of which latter organization he was a founder and of which also he has been high in the councils.

Mr. Woolner has literary as well as legal and judicial qualifications, and this ability and versatility he has exhibited in the writing of several historical and classically entertaining plays and sketches which have been produced in a most appreciated manner by the members of the club. A number of these have had special music composed for them and the presentation and their success are on the same plane with those weird productions under the auspices of the Bohemian Club, San Francisco.



EDWIN MEESE
TREASURER AND EX-OFFICIO TAX COLLECTOR
Courtesy of Bushnell Photo

Edwin Meese City Treasurer

HERE are few men in the municipal government of Oakland who are more deserving of the encomiums of his fellow officials and the respect and confidence of the public than Mr. Edwin Meese, the present City Treasurer. His work as a city official covers a period of twelve years or more, and he has been known as one of Oakland's public spirited and progressive citizens for the past thirty years. He has been a member and director

of the Oakland Chamber of Commerce since its organization, and was a director of the old Board of Trade, before the existence of the present Chamber of Commerce.

Mr. Meese was born in San Francisco, March 28, 1857. His father, Mr. Hermann Meese, was one of the early pioneers of California, coming to the coast in 1850, and in the early days was a carpenter, and later a contractor and builder. He also enjoys the distinction of being one of the first men to engage in the sugar business

in the West, being one of the promoters of the Bay Sugar Refinery. The elder Meese is still a resident of Oakland, and although retired now, was actively engaged in business in this city for thirty years or more, and the City Treasurer's brother, Mr. Adolph Meese, is an active and popular young business man of San Francisco, being secretary and manager of E. C. Hughes Company, of 151 Minna street, the printers of this volume.

The present City Treasurer received his education in the public schools of San Francisco and in the College of Fort Wayne, Indiana, and as he had decided on a business career, rounded out his education by taking a course at Heald's Business College, of which institution he is a graduate.

After finishing his education, Mr. Meese accepted a position as Assistant Secretary of the Bay Sugar Refinery, and later went into the mercantile business in Sacramento, in which he was entirely successful.

He took up his residence in Oakland in 1879, and almost immediately began to take an active interest in public improvements and civic affairs. About twelve years ago, in 1898, he accepted the nomination on the Republican ticket for City Councilman and was elected. Mr. Meese's work as Councilman was so satisfactory to the public that he was re-elected again and again. As Councilman Mr. Meese has always stood for progress and public betterments and has always been a strong advocate for the consolidation of city and county; as a member of the Street Committee he has done much toward the improvement of the public streets and highways.

While a member of the Council, a va-

cancy was created by the resignation of the City Treasurer and Mr. Meese was appointed to fill the vacancy. His appointment was not one of political preferment, but because of his unquestioned integrity and proven ability. He has made an excellent Treasurer and his record has proved conclusively that he is a safe man to trust with public responsibilities.

In the election of 1907 Mr. Meese received the Republican nomination for City Treasurer, being endorsed by all parties, and had no opponent. This is in itself a higher tribute to his popularity and efficiency than anything that can be said here. His election, of course, was a foregone conclusion. Under his supervision the large amount of detail work incident to the office is transacted with promptness and accuracy, because of the perfect order and system that prevail therein.

In the direct primary election of 1911 Mr. Meese was nominated directly by the people as Commissioner, under the new Charter, and it was a great surprise to learn that he had been defeated by a narrow margin after the subsequent election. He does not claim to be an astute "politician," but relies rather on his record for public support, and with all due respect to his able and likable young opponent, Mr. Harry Anderson, it was the greatest compliment to the latter that he succeeded in getting a majority at the polls.

In politics, Mr. Meese is a staunch Republican and has been a worker for the success of the party at all times. He is a member of the Nile Club of Oakland, enjoys excellent social connections and during his long residence in this city has acquired and retained the good will and confidence of the community.

George E. Gross

Auditor and Assessor



MAN who is known throughout the city for his sterling worth, both as a public official and a private citizen, is Mr. George E. Gross, Auditor and Assessor for the City of Oakland. Mr. Gross was born in Oakland, March 14, 1872, and has practically lived here all his life. It is but natural that he should take particular pride in the clean government and commercial prosperity that the city of his birth enjoys at the present time.

He attended the public schools of Oakland as a boy, and after completing his education, started his business career with his father, who was engaged in the marble and granite industry in this city.

On May 1, 1901, he accepted an appointment in the City Treasurer's office, as deputy. During his three years' service in this capacity he exhibited an unusual aptitude for the work and mastered the details of the office. It was solely because of his ability and fitness for the office that he was appointed Chief Deputy Treasurer in 1904.

When Chief Deputy Treasurer he accepted the nomination on the Republican ticket for City Auditor and Assessor, receiving the endorsement of the Democrats and Municipal League. He was, of course, elected by an overwhelming majority, as there was practically no opposition.

Mr. Gross assumed the duties of an active Assessor at the time of the Charter election.

About two years ago the office was raised from being a position in which the County Auditor's figures were accepted as the basis of the city assessment rolls, to a department in which the entire work of the city was handled carefully and justly.

The change was made by charter amendment, but the work of bringing the office up to the new standard has been undertaken carefully and slowly, new men being employed from time to time as necessity re-

quired. These are now employed on a permanent basis instead of being appointed by a blanket ordinance from time to time for successive periods.

The handling of the auditing and assessing by the city instead of accepting the county figures raised the assessed valuation for the city as a whole over \$10,000,000 above what it would have been under the county figures, and resulted in a more equal distribution of the burden of taxation in the city.

An ordinance was introduced and passed to print under suspension of the rules of the last council placing the Auditor's office on a permanent basis. The ordinance provides for the following:

The fixing of the salaries of first and second Deputy Auditors at \$150; the appointment by the Auditor of one additional deputy at a salary of \$125; the fixing of the salary of the Deputy Assessor in charge of personal property at \$175, and the appointment of three additional Deputy Assessors.

Auditor Gross is assisted by Deputy Auditors A. V. B. Davis and H. C. Hencken. W. H. Dwyer is also affected by the new ordinance. He is appointed permanently with the title of Deputy Assessor in charge of personal property.

Mr. Gross proved his popularity in the direct primary election of 1911, when he was nominated by the people direct and elected by an overwhelming majority. At this election he had practically no opposition.

Mr. Gross married Miss Ethel Gage of Oakland, September 3, 1901; his home and social life has been particularly pleasant, and during a life's residence in the city has made a wide circle of friends. He is a member of the Woodmen of the World and the Native Sons.

In manner, Mr. Gross is frank, unassuming and companionable; he has made an efficient and courteous official and is in line for higher honors.



J. W. NELSON
SECRETARY BOARD OF PUBLIC WORKS
Courtesy of Bushnell Photo

J. W. Nelson Secretary Board of Public Works



AMES WESLEY NELSON was born October 3, 1852, in Crisfield, Md., of A. Nelson and Mary C. Nelson. His father, A. Nelson, was a farmer and a sailor, a native of England, and related to Thomas Nelson, Yorktown, Va., first governor of Virginia.

J. W. Nelson received his education in Baltimore, Md., and his first business experience was in the capacity of a salesman with Tillmann & Bendl of San Francisco; afterwards was general manager of the Oak-

land Preserving Company, Oakland, for ten years, then operated an asparagus factory at Antioch, Cal.; was president of Oakland City Council from 1892 to 1894; chairman of Republican conventions; president of Oakland Exposition, and secretary of the Municipal League. Mr. Nelson was married in Oakland in 1878 to Lizzie Cook and is the father of three girls, Helen, Alice and Margaret. He has resided in Oakland since 1878, is a member of the Masonic fraternity and is secretary of the Board of Public Works at the present time.



GEO. R. BABCOCK
SUPERINTENDENT ELECTRICAL DEPT.
Courtesy of Bushnell Photo

George R. Babcock Superintendent of Electrical Department



UPERINTENDENT GEORGE R. BABCOCK, at the head of the Department of Electricity in the City of Oakland, deserves the highest commendation for the able manner in which he has conducted the work of the department. His duties require a thorough and technical knowledge of his profession, and he has acquired such knowledge both through close study and long practical experience.

Mr. Babcock is a native son, born in Oakland on the 10th day of July, 1871, and received his early education in the Lincoln School of this city.

In 1891, at the age of twenty, he entered the employ of the Thompson-Houston Elec-

trical Company, at that time one of the leading electrical concerns in the country. He remained with this company and its consolidated interests until 1896, attending to street railway installations and other important work. He then attached himself to the laboratory of the San Francisco Gas & Electric Company, remaining with them for a period of two years, later joining the Standard Electric Company and was engaged in the installation of their electrical lines and sub-station at Stockton, California. He remained with the latter company and its allied interests until his appointment to the office of Superintendent of the Electrical Department of Oakland.

Since he has been in charge of the depart-

ment, we have seen vast improvements and an excellent system installed. Mr. Babcock has introduced a new and modern system to take the place of the antiquated gravity battery method formerly in vogue in the fire alarm equipment during his first year in office, and through improvements here and there has saved the city something like \$1,000 per year ever since. In his consistent aim to run his department economically he has introduced the manufacture of a large part of the equipment required in the department. In the city's electrical shops many instruments, such as automatic switches, gongs, relays, fire boxes, etc., which cannot be purchased in Oakland, are manufactured at the present time by the city under Mr. Babcock's supervision. Also some twenty-five or thirty miles of old iron wire was removed and new copper wire placed in its stead, again saving the city \$3,000 or \$4,000 per year in repairs and securing for the city much more efficient service. It was also under his direction that all of the municipal wires in the center of the city were placed underground.

In accordance with his plans there has been constructed a modern fireproof building at Thirteenth and Oak Streets, which, with the police and fire lines leading into it underground, makes the injury to service by earthquake practically impossible. The condition of the equipment immediately after the earthquake of 1906, and the useless condition of the San Francisco fire alarm system at that time, has caused Mr. Babcock to take every possible precaution to protect these important wires should a similar catastrophe occur in the future. The

plans include, besides this building, the laying of fifteen miles of underground cable which will mean, when completed, that the municipal wires for the main trunk line will be underground from Twenty-third Avenue on the east to Peralta Street on the west, and as far north as Fifty-sixth Street.

He spent two months last year visiting modern plants in the large Eastern cities, and the present building in its equipment will be a compilation of the best and most up-to-date that could be found. In connection with the cable there will be fire box pedestals erected of handsome design, the parts of which will be interchangeable. Equipment for testing gas for its heat and light giving units will be part of the new plant. There will also be established in the new structure colorimeter and photometer rooms for the further and more complete testing of the gas.

Great credit is due Mr. Babcock for his painstaking efforts and the strict business principles he has followed in conducting his office. He is constantly studying how he can improve his department in such ways as are consistent with economy. His broad experience in general electrical work before he assumed his present duties has been of highest value to him, and his uniform courtesy and attention to those with whom he comes in contact in business matters have made him popular with the citizens of Oakland.

Mr. Babcock is well known socially and married Miss Eleanor Olney in Oakland in October, 1903. He is a well-liked member of the Nile and other clubs in the city and in politics is an active Republican.

Frank L. Thompson City Clerk

HEN the interviewer called upon City Clerk Frank L. Thompson for the information necessary for this sketch, the task was somewhat similar to the pulling of rivets out of a battleship. Mr. Thompson has really done some excellent work for the city during the past seven years, but he failed to see why anything concerning his career should interest the public. Indeed, he even went so far as to doubt the value of the entire work of the publishers in getting out this volume. After repeated calls, however, and by dint of close questioning, the reporter was enabled to get something that faintly resembled a biography.

Mr. Thompson is a native of the Keystone State, born in Danville, Pennsylvania, January 19, 1857. His father, S. B. Thompson, was one of the early settlers of California, coming to the Coast in 1859. He was a prominent Californian in the early days and was one of the framers of the Constitution of the State.

City Clerk Thompson was introduced to

California when but four years of age, so we need not quibble about the statement that he has lived in the State all his life, practically. As a boy he attended the public schools of San Francisco, and after finishing his education was engaged in building construction in San Francisco.

Mr. Thompson assumed the duties of his present office in April, 1903. As City Clerk, and Clerk of the Board of Councilmen, his work has been of the most satisfactory sort. The duties of the office require perfect system, careful attention to detail, and absolute accuracy. He has more than sufficient experience and ability to meet the requirements of the office.

Mr. Thompson married Miss Mary J. Garness, a native daughter of San Francisco, on June 30, 1886. He has three children, a daughter attending the grammar school, a daughter in high school, and a son in the University of California. Mr. Thompson is Past Master of Live Oak Lodge, No. 61, of the Masonic Order.



CALVIN ORR
PRESIDENT BOARD OF EDUCATION

Calvin M. Orr President of the Board of Education

SHE energetic young President of the Board of Education, Mr. Calvin M. Orr, is decidedly the right man in the right place. Four years ago, in 1907, he was persuaded by his friends to accept the nomination on the Republican ticket for School Director, and was elected by a large majority, defeating the former President of the Board. He was re-elected for a second term, when he was nominated on five tickets—the Republican, Municipal League, Union Labor, Prohibition, and Democratic. In the last Direct

Primary election, he was nominated and subsequently elected as School Director, and has since been chosen President of the Board.

Mr. Orr has made an ideal School Director, because he is deeply interested in educational matters, and has given considerable time to the study of advanced and progressive educational methods. He inaugurated the Keokuk School Savings System in the Oakland schools, by which the children are taught the valuable principles of thrift and economy. This is really a banking system for the school children, whereby, instead of an over-indulgence in

candy and sodas, it is suggested that they deposit a portion of their spending money in a fund, which is deposited in a bank to their account. The effect of this suggestion is apparent, when we find that there were 3,274 accounts, and about \$27,000 deposited during the term ending December 9th, 1910. The value of this innovation in creating the saving habit among children, and the business knowledge acquired through each child supervising his own bank account, makes this system a most important adjunct to public school education.

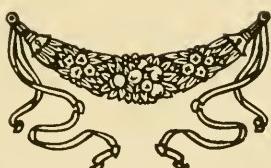
Mr. Orr is strongly in favor of extending the Play Ground System, and giving the Play Ground Commission full control. He believes they should be properly equipped and supervised, holding that playgrounds without adequate supervision, looking to the safety and healthful enjoyment of children, are worse than no playgrounds at all.

He also believes in increased school facilities, and more school buildings, particularly in a first class Polytechnic High School, located on large enough acreage, so that there will be no question of ample ground facilities in the future, thus keeping pace with Los Angeles and other Southern cities that are using from sixteen to forty acres for their Poly schools.

Mr. Orr is a native of Iowa, born in Ottumwa, on June 18, 1868, and received his education in the public schools of his native city. After completing his education he was asso-

ciated for a number of years with John Morrell & Company, of Ottumwa. In 1897 he established the business of Orr & Breedlove, at 1375-77 Broadway, Oakland. One year before the earthquake the firm moved to its present location at 651-53-55 Webster Street, which property has recently been purchased by them. The firm of Orr & Breedlove are General Commission Merchants, their main account being John Morrell & Company's Iowa hams, bacon, canned meats and lard. The concern also handle San Juan olive oil and olives, and Zoller's New York cheese. The business has been eminently successful, and the firm expects soon to erect a new building with larger accommodations.

Mr. Orr's marriage to Miss Harriett Breedlove, the sister of his partner, occurred in Chillicothe, Mo., in 1889. He has one daughter, Miss Irene L. Orr, a social favorite, and an accomplished young lady. She is a graduate of the high school, and later attended Miss Gamble's finishing school at Santa Barbara. Mr. Orr's father, Dr. William L. Orr, was a distinguished man of his time, born in Washington, Pa., in 1823, and a graduate of Washington and Jefferson College, where he was a schoolmate and personal friend of James G. Blaine. During the Civil War he served as surgeon of the 21st Iowa Regiment. He was Mayor of Ottumwa before the War, and held public office after the War from 1866 until 1897. His death occurred in 1907.



Miss Annie Florence Brown

Member of the Board of Education



MISS ANNIE FLORENCE BROWN, the newly elected School Director, is a decidedly interesting young woman, not merely because she enjoys the distinction of being the only woman holding an elective office in Oakland, but for the better reason that she is devoting her exceptional intelligence to something worth while.

Miss Brown was born in Yokohama, Japan, in which city she spent her early childhood. As a girl she went through the Oakland grammar schools and High School, and later entered the University of California, from which institution she graduated with the degree of Bachelor of Letters. For a time, she taught in the High School of this city.

As an adjunct to a thorough practical and classical education, she has traveled broadly, having made two trips to Europe, visiting the principal cities as far east as Alexandria, Egypt, and has given close study to educational methods and social conditions. In addition to these unusual advantages, she has demonstrated that she can think as clearly and logically as any member of the board, in dealing with business matters coming before that body, and her suggestions have always been to the point.

When asked by the interviewer as to just how she happened to be projected into politics, she stated that the women of Oakland were very anxious to be represented on the Board of Education, by one of their own sex, who had an understanding of the educational needs of Oakland's rising generation, and could spare the time that the responsibilities of the position demanded. Miss Brown consented to have her name placed on the ticket, and, without any speeches or electioneering on her part, was nominated by direct primary vote and subsequently elected by a handsome majority.

Miss Brown believes that the classical education of pupils should by no means be neglected, but thinks that, in conjunction with this, their education should include a training of a practical sort to meet the requirements of our present social conditions and of real help in the work of today. She believes in equal suffrage, because it will help to develop the highest qualities in women and will mean a great deal toward bringing about "clean" politics. She is thoroughly feminine, and there is not the slightest trace of the "new woman" about her; she looks upon the world as one big family, and holds that women should do their share with men, working side by side with them, and have the same voice in deciding the broader civic questions confronting the commonwealth as the mothers should in deciding family problems.

Miss Brown finds little time for "Society" in the narrow sense of the term, but has been active in philanthropic work. She is an officer of the Alameda County Society for the Study and Prevention of Tuberculosis and a member of the Home Club and Collegiate Alumnae. She has also given talks to the children on several occasions on the interesting things she has seen in Europe and foreign lands. Her mother, Mrs. Matilda Brown, has become well known through her charitable work, and is president of King's Daughters' Home for Incurables. She is a sister of Everett J. Brown, Judge of the Superior Court of Alameda County.

The editors apologize for the absence of Miss Brown's portrait in connection with this article, as we believe it would be as welcome to the reader as an "oasis in a desert," but she remained deaf to all the arguments of the interviewer on this point and insisted that we would have to get along without it, hence we resort to the Latin phrase, "Caetero desunt."

Frank B. Cook

Member of the Board of Education



WIDELY known and respected man, who has been identified with public life in Oakland for some years, is Mr. Frank B. Cook, a member of the present Board of Education.

Mr. Cook is of English descent, born in Nova Scotia on May 6, 1864. He has an excellent education, having attended the public schools and the University of Acadia in his native city. While a student at the university, like the rest of its five hundred

daughter, Madeline Thomas Cook, the Franklin Grammar School.

As a young man, Mr. Cook was associated with his father in the general merchandise business. Believing that the West offered a broader field and better opportunities for success, he came to California, working for a time with E. C. Peart, and it was not long before he acquired an interest in the business. He was a partner in the firm of Peart, McLean & Company, of Colusa, for three years, and then sold his interest at a good figure.

Eighteen years ago he began business in Oakland, and has been successful from the start. Mr. Cook has always taken an active interest in public affairs, particularly in matters pertaining to education. He was one of the members of the first Fremont High School Board, and it was largely through his influence that the system of selecting teachers through political patronage has been done away with. He believes in the best schools and the best teachers for the rising generation in Oakland, and further believes that good salaries should be paid in order to secure the best talent and ability available.

Mr. Cook's work has been so satisfactory as a School Director that he was nominated by direct primary vote and subsequently elected by a large majority, in May, 1911. In the present Board, he acts as chairman of the Committee on Grounds, Buildings and Equipment, and is a member of the Committee on High Schools, and of the Finance and Revenue Committee.

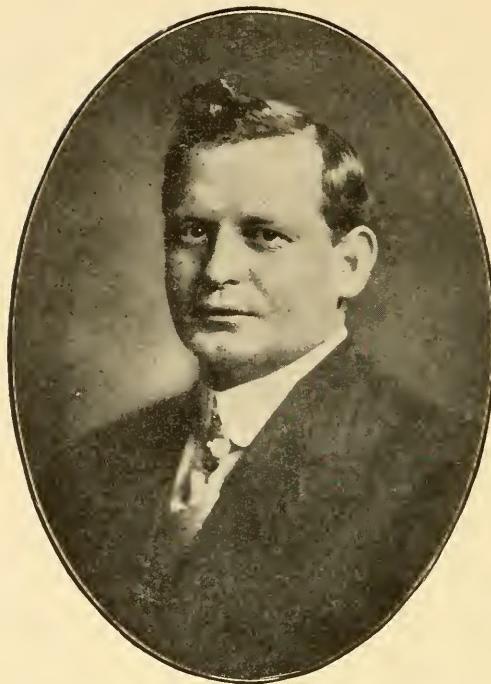
Mr. Cook may feel a just pride in his ancestry. His father, Thomas Cook, was United States Consul to Nova Scotia for about thirty-five years, and Francis Cook, from whom he is a direct lineal descendant, came to America on the "Mayflower" and was a prominent figure in the early history of Massachusetts.

He has a wide circle of friends in Alameda County and is well known in fraternal circles, being a member of the Masons, Woodmen, Oddfellows, Moose and several other fraternities and clubs.



F. B. COOK
MEMBER BOARD OF EDUCATION

students, he became acquainted with most of the two hundred young ladies of Acadia Seminary; ere long he claimed the charming, accomplished and most lovable Miss Annie Maude Thomas in marriage, in the year 1888, and his subsequent home and social life has been all that could be desired. Their son, Frank B. Cook, Jr., attends the University of California, and their



DR. A. S. KELLY
MEMBER BOARD OF EDUCATION

Alexander Simpson Kelly Member of the Board of Education



DOCTOR ALEXANDER S. KELLY, one of the members of the Board of Education of Oakland, has made a really remarkable showing for his years; though barely out of his twenties, he has won for himself a high place in his chosen profession, and has become an important factor in the government of the city.

Dr. Kelly is a native of Canada, born in the Province of Ontario, on January 15, 1879. He came to California when a boy

of fourteen and lived in Yolo County for several years. Coming to Oakland in 1896, he entered the high school here and graduated with honors. Early in his career he decided to take up the medical profession as his particular field of usefulness and entered the Cooper Medical Institute, of San Francisco. His natural aptitude for his chosen profession and his deep interest in his studies enabled him to pass a creditable examination for his physician's certificate. Since taking up his practice in Oakland, he has built up a lucrative business and enjoys

the confidence and patronage of many of the first citizens of the city. He is a member of the County Medical Association, of which he is president, the California Medical Association, and the American Medical Association. He is assistant professor in the Oakland Medical College in the Department of Surgery. He also has been a member of the medical staff of St. Luke's Hospital, San Francisco, and of the Alameda County Hospital.

In April, 1907, he accepted the nomination on the Republican ticket for member of the Board of Education of the City of Oakland, from the first ward, and was elected by a handsome majority. He has been an active and conscientious worker in the department of education. He was largely instrumental in introducing the regular medical inspection in the public schools by having a competent physician devote his entire time to the hygienic welfare of the school children. It is now the duty of this physician to examine not only the general sanitary condition of the schools, but to give particular attention to sickly or backward children and give them every assistance in the power of modern medical science.

He has also taken a strong stand against secret societies and clubs in the high schools, which have been a menace to the democracy and equality of the schools, which are the very foundation of American educational institutions.

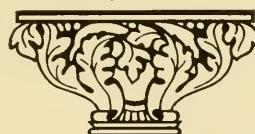
In the direct primary election of 1911, Mr. Kelly was again nominated and elected

School Director. He is a member of the Grounds, Buildings and Equipment Committee on the present Board, a member of the Elementary Schools Committee, and chairman of the High Schools Committee.

Dr. Kelly comes from English and Scotch parentage, his father, Mr. A. W. Kelly, having been born in England, immigrated to America, and was a prominent citizen of Yolo County, where he conducted a large general mercantile business for sixteen years. His mother was a native of Scotland.

The success that has come to Dr. Kelly is entirely due to his own individual efforts. It was only through tenacity of purpose, self-denial, and close application that he has won his present position. When he arrived in Oakland in 1896, his only capital was good health, energy, and an ambition to amount to something in the world. At times he worked for his board, and took any odd job he could get on Saturdays and holidays to assist him in securing his education. He supported himself during the entire time he was attending high school, and earned his way through medical college. He has a pleasing personality, a sympathetic nature, and altogether is a likable young man. His equipment seems to be complete for a brilliant future career.

Dr. Kelly has a broad acquaintance throughout the city and is a member of the Elks, the Nile Club and the University Club; he has passed through all the Masonic degrees and is a Shriner.



Harry L. Boyle

Member Board of Education



ARRY L. BOYLE, who received the nomination by direct primary vote for School Director, and was subsequently elected by a goodly majority, in the summer of 1911, has taken an active interest in educational matters for a good many years past. At this election, he ran second highest on the ticket.

In 1906 he was School Director of one of the outlying districts, serving four years in all, until he was legislated out at the time the district was annexed to the City of Oakland.

As a director of schools he strongly supported and encouraged the organization of the brass band in the Lockwood School, which has the distinction of being the only school in the county having its own band, and a good one at that. He believes that the Oakland schools should have the best teachers that can be secured, and political patronage should have no place or bearing on the selection of teachers, but that ability and fitness for the position should be the important considerations.

He also believes the school house should be made the civic and social center of the district in which it is located, where debates, literary clubs, and organizations for civic improvements, etc., may meet and discuss matters of educational and public interest. Mr. Boyle sees great opportunities in the introduction of moving pictures in the schools as

an aid to education, and there is no doubt that pupils can learn more in fifteen minutes about iron rolling, the fishing industry, or, in fact, any of the industries and sciences, than they can learn in a much longer time in the study of a dry printed treatise on the subject. He believes school buildings should be limited to one story in height, wherever practicable, as they may be kept in a better sanitary condition, are safer in case of fire or other unlooked-for calamities, and more convenient and accessible in every way.

Mr. Boyle is a native of Washington, born in Walla Walla on May 23rd, 1870. He received a practical education in the Oakland public schools, and started his career in the business of manufacturing sanitary appliances. For the last fifteen years he has been with the Oakland Traction Company and Key Route as timekeeper. His marriage to Miss Maude E. Gooby took place in Oakland on September 28th, 1894. They have four children—Miss Alma, fifteen years of age; Lester, thirteen; Harry, five, and little Jack, eleven months. Mr. Boyle is a brother-in-law of Barney Oldfield, the celebrated automobile racer.

On the present Board of Education he acts as Chairman of the Committee on Rules and Regulations, and is member of the Elementary School Committee and Finance and Revenue Committee.



J. W. McCLYMONDS
SECRETARY BOARD OF EDUCATION AND SUPERINTENDENT CITY SCHOOLS

J. W. McClymonds City Superintendent of Schools

 If we are to believe the old maxim that "experience is the best teacher," then assuredly Mr. J. W. McClymonds, City Superintendent of Schools, should know his profession, for he has been engaged prominently as an educator and teacher continuously for the past forty odd years.

Mr. McClymonds is a native of the Keystone State, born in Portersville, Pennsyl-

vania, on December 28th, 1848. After a practical education in the public schools of Pennsylvania he entered Westminster College, of which he is a graduate. He came West in 1871, and save for a year and a half spent in Kansas, has lived in California ever since. In 1873 he accepted an appointment as teacher in one of the county schools in Sonoma County. He then took a position as Principal of the Healdsburg Grammar School; following this, was Principal in the

Petaluma High School for three years; Principal of the San Leandro School for six years; Principal of the Lincoln School of Oakland for three years, and as a fitting and just climax to his useful career as an educator, was elected Superintendent of the City Schools of Oakland in 1888.

Mr. McClymonds is progressive in his ideas. Wonderful changes have come to pass, not only in relation to the remarkable growth of the city and increased importance of his office, since his installation twenty-two years ago, but also in the matter of improved methods and plan of procedure, in "Teaching the young idea how to shoot." Mr. McClymonds has kept pace with the times, and has always been willing to give up an old idea for a new one, when given adequate proof that a real benefit is derived by the change.

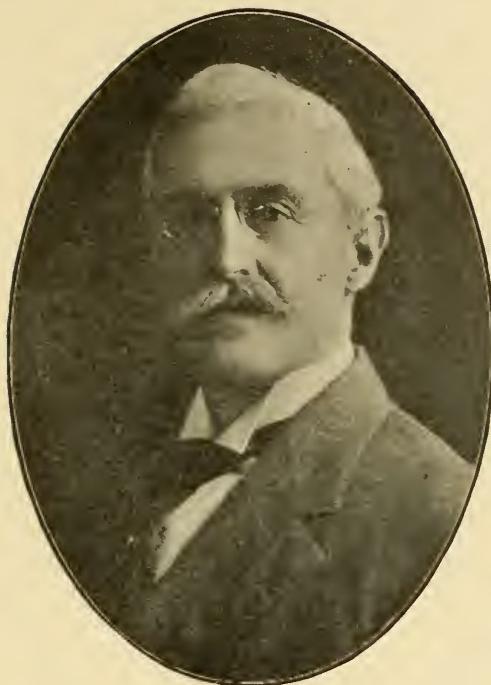
When pressed by the interviewer for a few words on the general subject of education, he said: "I have seen many changes in the methods pursued along educational lines since entering upon my life's work; time was when little attention was given to the individuality of the student, but today the characteristics and peculiarities of the child are studied carefully. The teacher is as much concerned as to how a pupil lives and how he acts, as to how well he pro-

gresses in his studies. More attention is given to his moral and physical education. We now have physical examiners in the schools, and it is a part of the work of the department of education to watch for any physical defects in a child and remedy them, if possible. The State's right in the child during certain hours of the day is now recognized as superior to the parent's right; in other words, compulsory education, the juvenile court and all similar measures guarantee the child's rights in its relation to the State, as against the rights of incompetent parents."

The responsibilities of Mr. McClymond's office in the supervision of educating and training the minds, and looking after the physical welfare of the rising generation who will soon take the reins of the city's government, and the commercial interests of the commonwealth in hand, are by no means small or insignificant. The city is fortunate in having at the head of this department a man of broad and progressive ideas, who has most efficiently performed the duties imposed upon him.

Mr. McClymond's marriage to Miss Virginia M. Smith took place in San Francisco in 1873. He has one married daughter, Mrs. W. Kinsell, and one son, Mr. Vance A. McClymonds, one of Oakland's rising young lawyers.





R. B. S. YORK
ASST. SEC. BOARD OF EDUCATION AND DEPUTY
SUPT. OF SCHOOLS

Robert B. S. York Deputy Superintendent of City Schools



R. ROBERT B. S. YORK, the present Deputy City Superintendent of City Schools, is a native of Indianapolis, Indiana. As a boy he worked on a farm near the city of his birth, and received his education in the public schools, concluding his course in Purdy's College, of Indianapolis.

Mr. York began to take an active interest in public affairs almost as soon as he was able to vote. At the age of twenty-one he received the appointment of Deputy Sheriff

of Marion County, Indiana, and continued in office three years, when he resigned to accept an appointment as Clerk of the Criminal Court in that county, serving for two years.

While still in his early twenties, having a strong desire to see the new Western country, and believing in its greater opportunities, he decided to make his future home in California, arriving here in 1875.

Mr. York has a varied and broad business experience that has proven valuable to him as a public official. He was first engaged in

the wholesale butcher business, being associated with H. M. Ames & Company, and was connected with this concern for six years. Subsequent to this he accepted an appointment in the County Recorder's office under Recorder F. D. Hines, remaining there six years. Then he became Passenger Agent for the Wabash Railway, occupying the office two years. He resigned this position to take a business trip to Eastern cities. Returning to Oakland in 1891, he became engaged in business as an expert accountant.

Mr. York received his present appointment as Deputy City Superintendent of Schools in 1895. As an important factor in the department of education for many years he has witnessed its steady growth to its present magnitude. When he entered the office there were but one hundred and ninety-one teachers and principals, and an average daily attendance of seven thousand five hundred and ninety-four. At the present time there are five hundred and thirty-nine teachers and principals, and approximately fifteen thousand pupils. The Franklin, Lincoln, Prescott, Grant, Campbell, Longfellow and Washington Schools have all been built since he went into office.

Mr. York's duties in his present office require a man who is a thorough organizer and

systematizer, and the city is fortunate in securing and retaining the services of a man of his caliber in that office. His long business experience wherein system, accuracy, and a grasp of detail have been of paramount importance, has enabled him to handle the greatly increased business of his office without confusion and in a most praiseworthy manner.

Mr. York married Miss Sarah A. Collier in Indianapolis in 1871. While in most respects his home life has been a happy one, it has not been free from tragedy and sorrow. His younger son, Harold, met with a fatal accident three years ago at the age of twenty-five, and his wife's death occurred in this city in August, 1900. He has two daughters—Mrs. B. M. Drake and Miss Pauline A. York—both popular in social circles, and two remaining sons—B. L. York, now manager of Idora Park, and Ralph E. York, in the City Assessor's office.

Mr. York's home has been in Oakland much of the time for the last thirty-five years, and during that period he has gathered around him many staunch friends. He is a Mason, Mystic Tie, No. 398, Indianapolis, and a member of the Oakland Lodge of Elks, No. 171.





SAMUEL AUGUSTUS WENTWORTH
EX-MEMBER OF BOARD OF EDUCATION AND DEPUTY
COUNTY AUDITOR

Courtesy of Arrowsmith Photo

Samuel Augustus Wentworth Deputy County Auditor and Ex-Member Board of Education



R. SAMUEL A. WENTWORTH, who has been prominently identified with both the city and county government for some years past, enjoys a broad experience in both the political and business world.

He is a native of San Francisco, born on March 22nd, 1860, and received a good practical education in the public schools of that city, supplemented by a business course at Heald's Business College. After completing his education he was for a time associated with the well-known law firm of Estee &

Boalt, of San Francisco, as clerk. As an adjunct to his practical education he had learned the art of telegraphy, and as a young man secured a position as night operator with the Southern Pacific Railway Company. His promotions from agent to train dispatcher and train master are the best proofs of his success as a railroad man. He left the railway service for two years, during which time he worked with Judge Coffey in the Probate Court; in the Tax Collector's office, under Mr. Wadham, and in the Recorder's office, under Alexander Russell. After this he again became associated with

the railroad company, starting in as operator and working up to the position of train master in charge at Richmond, when he was again obliged to give up his work, as a result of what is commonly known as "Telegrapher's Paralysis."

On April 1st, 1909, he was elected on the Republican ticket as member of the Board of Education, and in this capacity did excellent work. His particular "hobby" as a member of the School Board was the introduction of Manual Training and Domestic Science as the most important equipment in education, to meet the practical needs of to-day. He believes that the polytechnic and manual training schools should be completely equipped with the best and latest tools and machinery, so that pupils may get accustomed to their use and application, and go forth to their work with a thorough practical knowledge of the trade or profession in which they expect to become engaged. He considers the Oakland schools have made rapid advances along practical lines during the last few years. He also believes that more open air schools can be introduced to advantage in Oakland. There is no doubt that the physical condition of many pupils

would be greatly improved were they allowed to live a greater portion of their time in the fresh air, and Mr. Wentworth refers to Dr. Foster's report containing facts and figures, proving conclusively that the open air plan is a decided success. In the selection of teachers, Mr. Wentworth thinks Oakland is entitled to the best talent in the country, and as a member of the Board, strongly recommends employing teachers of unquestioned ability, and paying adequate salaries for their services. He is also in favor of enlarged school grounds, equipped for the healthful enjoyment and exercise of the children.

On January 1, 1911, Mr. Wentworth was appointed by Mr. Garrison as Deputy Auditor of Alameda County, and his broad business experience has proven of great value to him in systematizing his work in that office.

Mr. Wentworth is Dictator of Moose Lodge, No. 324, member of Sequoia Lodge, No. 349, Masons and several clubs. His marriage to Miss Katherine Comfort occurred in San Francisco in 1898. There is one son, Samuel Rice, aged 20, and three daughters, Garland Winfield 18, Florence 15 and Ruth 11.



Charles S. Warner

Street Department

MR. CHARLES S. WARNER was appointed to the office of Superintendent of Streets by the Board of Public Works on the sixth of April, 1910. He has had considerable experience in public work, having been a deputy in the Assessor's

Mr. Warner is a native son, born in Sweetland, Nevada County, California, on the 26th day of September, 1864. After receiving a practical education in the public schools of Nevada County and later in San Francisco, he found work of various kinds and made good in every position he has occupied. About ten years ago he became interested in the Boesch Lamp Company of San Francisco, and has since acquired some promising mining interests in this State.

His father was one of the early pioneers of California, coming to the coast in 1850, and was one of the founders of the town of Wisconsin Hill, in Nevada County. Mr. Warner married a popular Oakland girl, Miss Etta C. Howland, in this city, on June 11, 1890. He has four children, one son with Goldberg, Bowen & Company and three daughters, two in the Oakland grammar schools, and the eldest attending the Hopkins Art Institute.

Mr. Warner has a natural ability for engineering work, and has given considerable study to the various methods employed in other cities in keeping the streets and public highways in a clean and sanitary condition. As foreman of the actual work done on the public streets, he has had unusual opportunities to get in close touch with the needs of the municipality in his department, and it may be said that he knows his business from the ground up.

Mr. Warner expects to keep his department up to a high standard while he is in office and may be counted upon to work hard in the support of any measure for the betterment of Oakland's streets.



office, and was foreman under Mr. Charles F. Ott in various street improvements throughout the city.



MATTHEW R. BRONNER
MEMBER BOARD OF EDUCATION

Courtesy of Stewart Photo

Matthew R. Bronner Member Board of Education



CLEAN-CUT and energetic young man, and one who will no doubt gain a more prominent place in the city's government, is Councilman Matthew R. Bronner. He has been in public office but two or three years, but his activity and natural ability, coupled with a sincerity of purpose, have enabled him to establish a record that has attracted public attention.

Mr. Bronner is not a politician, but was persuaded to accept a place in the City Council when a vacancy occurred at the time City Treasurer Meese resigned to take his present office. He was projected into politics, because he was known as a man who had always been a conscientious worker for the city's best interests and seemed to be the right man for the place. His good work for the first year he was in office insured his re-election in 1909.

Mr. Bronner was born in Sacramento, California, January 3, 1873. He married Miss Mary E. Finn on January 4, 1898, in Oakland, a daughter of M. E. Finn, a well-remembered pioneer of Amador County. Mr. Bronner's father was also one of the early pioneers, who came to California by way of the Isthmus when but a lad of fifteen. He was prominent in Sacramento in the early days, took an active interest in public affairs and was public administrator of Sacramento for fourteen years. His death occurred in 1894.

Mr. Bronner received his education in the public schools of Sacramento and in the Sacramento Institute, graduating from the latter in June, 1889. He has a natural aptitude for business and has held several important positions. He was manager of the James A. Joyce Company for ten years and resigned when offered the position as accountant in the Central Bank of Oakland, on March 8, 1907; it was not long before he was promoted to the office of assistant cashier, his present position in the bank.

In the old City Council he was chairman

of the Fire and Water Committee; he has been an active worker for good streets and good sidewalks. He has been a strong advocate for improvements in the western water front and the preservation of all Oakland's water rights. He is a strong supporter of the plan to consolidate the city and county government, and believes Oakland should have a new charter in keeping with its rapid progress.

In the spring of 1911, he was nominated by direct primary vote and subsequently elected as School Director, which office he now occupies. He is chairman of the Finance and Revenue Committee and a member of the Grounds, Buildings and Equipment and Rules and Regulations Committees.

Mr. Bronner has two children, Evelyn, age, 10, attending the public schools, and Alice, aged 4.

He has always had strong Republican ideas and is a worker for the success of his party. He is a member of the Knights of Columbus, Woodmen of the World, and past president of the Young Men's Institute.



Perry F. Brown

Superintendent of Streets and Ex-Officio City Engineer



N appointment that seemed to please everyone was that of Mr. Perry F. Brown to the office of Superintendent of Streets and City Engineer by the City Council under the new Charter, and no man could have been chosen who is in a better



position to take care of the responsibilities of the office than Mr. Brown.

He is a native of Wisconsin, born in Janesville, on June 10, 1875, and enjoys an excellent education received in the public schools of his native city and the University of Wisconsin, from which institution he graduated in 1897, having taken the Civil Engineering course. He was City Engineer

of Janesville for several years and was afterwards in charge of work of considerable magnitude at Bear River Dam, for the Standard Electric Company of California.

He came to Oakland in 1901 and shortly afterwards accepted an appointment in the City Engineer's office, under Mr. Turner, acting as Assistant City Engineer for nine years, from 1902 till 1911. Through his long association with the City Engineer's office, and his thorough knowledge of the plans and work under way, he is eminently fitted to meet the requirements of his present office. He has always done a large share of the detail work in the City Engineer's office, particularly in designing the fire plant, mains, sewers and water front improvements, as well as general street improvements.

He is broadly known and stands high in his profession, enjoying the distinction of being one of a very few members of the American Society of Civil Engineers in Oakland. While he has always been known as a hard worker, he has been particularly busy since assuming the duties of his present office in reorganizing and systematizing his department to meet the requirements of the city's new Charter.

Personally, Mr. Brown is quiet and unassuming, and had very little to say about his work for publication, and no doubt holds that "actions speak louder than words". There can be no doubt, however, that he is exceptionally well equipped to carry out the big plans of the administration in his present office. He has made it a point to keep entirely free from private business enterprises, and gives his entire time to his work for the city.

Mr. Brown's marriage to Miss Beulah Hodgdon of Janesville, Wisconsin, occurred in that city in 1898. They have one daughter, Marian, a child of nine.

Dr. James Burris Wood

Ex-Member Board of Education



GENTLEMAN who has devoted a great deal of his time to the civic welfare of his adopted city, and who occupies an exalted place in the medical profession, is Dr. James Burris Wood, who was a member of the Board of Education up to the time the new charter went into effect, and before that was a member of the Board of Health.



DR. J. B. WOOD
EX-MEMBER BOARD OF EDUCATION

Dr. Wood is a native of the Keystone State, born in Pittsburgh, Pennsylvania, on June 13th, 1868. He received his education in the public schools of Western Pennsylvania, and later graduated from the University of Michigan with the degree of B. S. After selecting the medical profession as his field of usefulness, he entered the Western

University of Pennsylvania, taking a medical course, receiving his degree in 1892.

He came to Oakland in the spring of '96, and has lived here continuously ever since. He has given some very interesting lectures on chemistry in the Oakland College of Medicine, and as a citizen of Oakland has always been willing to give his time and professional advice in matters relating to the public welfare.

In 1899 he was appointed a member of the Board of Health by Mayor Snow, and served two years. In 1905 he was nominated as member of the Board of Education, and was elected by a big majority. As a member of the Board of Education he did a great deal to increase the importance of the Manual Training and Domestic Science Department of public school education, and was an active member of the committee governing this branch of education for six years. He was also a member of the High Schools Committee and the Committee on Buildings and Sites.

Dr. Wood's marriage to Miss Uriel Pettigrew, a daughter of William J. Pettigrew, a well-known man in the paper business of San Francisco, occurred in Oakland on June 22nd, 1898. They have three boys, James Locke, aged three; Warren Geddy, eight, and Burris Gildersleeve, eleven, the older boys attending the Bay Grammar School. Dr. Wood's sister is the wife of Rev. Charles Edward Locke, D. D., of Los Angeles, and his father, Captain John A. Wood, was one of the pioneer steamboat men on the Ohio and Mississippi Rivers. The captain was a recognized authority on river navigation, and was a well-known figure among men engaged in river transportation business, and an intimate friend of Captain Jas. B. Eads, of Mississippi River jetties fame.

Dr. Wood is a member of the Woodmen of the World, Independent Order of Foresters, and member of Sequoia Lodge, No. 349, F. & A. M. He is also member of the "Nu Sigma Nu" (medical), and "Phi Gamma Delta," Greek letter fraternities.

Leo. R. Weil

Ex-Member Board of Education



EO. R. WEIL is a native Californian, born in July, 1873, in San Francisco. His father, now a prominent music teacher in that city, was, during the civil war, an officer in a New

songs and operas and will be remembered as at one time stage director for the famous "Bostonians."

The son, Leo. R. Weil, was a student of music from the time he was five years of age up to his eighteenth year, and then gained a practical business knowledge of the music game in the store of F. R. Girard, piano dealer in Oakland.

He entered the Union Savings Bank in October, 1892, as office boy and collector, served in every department of the bank and during the latter period acted as loan teller. He left the bank in September, 1906, and engaged in the real estate and insurance business with Joseph H. Norris, with offices in the Bacon Building. He dissolved partnership with Norris in March, 1908, engaged in the same business alone until September, 1909, and then joined the firm of R. D. Hunter & Co., with offices in the Delger Building, as full partner. Their principal business is insurance, loans and notary work. The firm represents the Pennsylvania, North America, Commercial Union and American Bonding companies.

Since being on the Board of Education Mr. Weil has taken great interest in music in the schools. He came to Oakland in 1887, and owns property in Linda Vista terrace. He has always been interested in public affairs, but never in politics until elected School Director. Mr. Weil was secretary of the Oakland Board of Fire Underwriters during 1908, and served on the Executive Committee in 1907. He is a married man and has one child, a daughter.



LEO. R. WEIL

EX-MEMBER OF THE BOARD OF EDUCATION
Courtesy of Bushnell Photo

York regiment. Since then, however, he has devoted his attention to the study and teaching of music. He has written many



WALTER GRISWOLD MANUEL
PRESIDENT PARK COMMISSION

Walter Griswold Manuel President Park Commission



GENTLEMAN of unusual attainments who has given his time and best efforts in behalf of the commonwealth for a good many years past, is Walter Griswold Manuel, the present President of the Board of Park Commissioners.

Mr. Manuel is a native son, born in Napa, California, June 18, 1865. His father, George W. Manuel, was one of the early pioneers of California, coming to the Coast from Vermont in 1854. The elder Manuel was a manufacturer of agricultural imple-

ments, and although retired from active business when he came to Oakland, was prominent in the early days.

Mr. Manuel went to the public schools of Oakland as a boy and after graduating from High School took a course in commercial law and higher mathematics in San Francisco, under private tuition, and later attended Heald's Business College.

After completing a well rounded out education, he was particularly well equipped for a business career, and it was at this time he established his present commission business, located at 334 Eleventh Street,

which has continued to prosper under his able management for twenty-six years, without a single interruption until the present time.

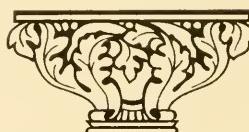
In 1893 he accepted the nomination on the Republican ticket for Councilman, and was elected. He did excellent work during his first term, and was re-elected for another term in 1895. It was under his direction that the old Contra Costa Water properties were inventoried and he rendered valuable service to the administration and to the community in general in the matter of appraising the value of the property as a basis for fixing water rates. As Councilman he was also a factor in curtailing the then firm grip the Southern Pacific had on the city, and in securing open streets to tidewater and clearing the title to the city water front. The feeling against the Southern Pacific ran pretty high at this time during the water front scandal, and it was largely through Mr. Manuel's individual efforts that the city won its signal victory.

Mr. Manuel was appointed President of the Park Commission on May 19, 1909.

He has always been a worker for a better system of parks, or any movement toward beautifying the city, but he is too much of a good business man to be unnecessarily extravagant in his ideas in this respect.

Personally, Mr. Manuel is the typical American man of business. He is concise and energetic in his conversation, quick to grasp the point of an argument, wastes no time in mere words, and transacts his business with vim and dispatch. He is a Shriner, being Past Master of Live Oak Lodge, No. 61; a member of the Nile Club, and a Director of both the Central Bank of Oakland and the Central National Bank.

His marriage to Miss Emelie V. Meyer, the daughter of one of California's earliest pioneers, took place in Oakland in 1885. Mr. Meyer came to California in 1848, and was a member of the Society of California Pioneers. Mr. Manuel has two children, Leslie Constance, a student at the University of California, particularly devoted to art, and Mildred, attending the Oakland High School, who has developed exceptional talent in music.



James P. Edoff

Park Commissioner



NE of Oakland's representative citizens who has had an interesting career, and has been eminently successful in some of the biggest business enterprises of Oakland, is James P. Edoff, member of the Board of Park Commissioners.

Mr. Edoff is a native of the "Hoosier" State, born in Laport, Indiana, on Janu-



ary 1st, 1856. He received his education in the public schools of New York, and afterwards in the old Brayton School of Oakland. He left Oakland as a lad and went to the frontier in Nevada, where he remained fifteen years. During this time he gradually obtained control of the management of the Diamond "R" properties at Pioche, Nevada, having entire supervision of the transportation of ores and machinery, and the general operation of

the mines at this point.

After leaving Nevada, Mr. Edoff returned to Oakland, and became interested in several mercantile and realty enterprises with marked success. He is at present a director in the Oakland Bank of Savings; President of the Oakland Title and Abstract Company; ex-President of the Athenian Club, of Oakland, and Receiver of the California Bank. His excellent work as Receiver of this institution, in handling the assets so as to bring the best possible returns to the depositors, has been a subject of public comment in Oakland. Under his management, the creditors of the bank have already received a big percentage of their claims.

Two years ago, in May, 1909, he was appointed Park Commissioner, and has been a worker for all reasonable measures to beautify the city. At the time of the San Francisco disaster, 1906, he handled all the Relief Funds collected in this vicinity.

He is the financial manager of the Oakland Hotel Company, which has just about completed one of the most magnificent hotels in the United States, on Thirteenth Street, which is spoken of more fully elsewhere in this volume.

Mr. Edoff has two daughters, Mrs. Florence Baldwin, and Miss Allene Edoff, both accomplished and prominent socially. His son, Frank, a young man of twenty-five, is making his own way in the world, and is now associated with the F. H. Mott Company.

His father, Captain Louis Edoff, was killed before Richmond during the War of the Rebellion.

James P. Edoff is a man with broad-gauge ideas, and has the executive ability to carry them out, and in this volume, dealing with Oakland's growth and progress, the editors concede that he has been a most important factor in the upbuilding of the commonwealth.

Wilson S. Gould

Park Commissioner



HEN the interviewer called upon Mr. Gould for material for this sketch, he found a big man with big ideas, and who, although reluctant to talk of himself, was ready and willing to discuss anything touching on the progress and improvement of Oakland.

As a Park Commissioner he has naturally given particular thought and study to



the city's park system, and he is ambitious to bring about the development and extension of Oakland's parks, that will put them on a par with any city in the West.

Mr. Gould's activity as a Park Commissioner has been exceeded by no other member of that Board. It was largely through his efforts, acting in conjunction with City Attorney J. E. McElroy, that Moss Wood Park, now one of Oakland's prettiest spots, was secured for the city. At the time it was offered in probate sale these two men made a bid on the prop-

erty and succeeded in buying it, through the aid of Oakland's banks, for the city.

Mr. Gould states that he, with the rest of the Park Commissioners, is looking forward to the time when Oakland can boast of a park from its sea level to Redwood Peak, taking in beautiful Diamond Canyon and Trestle Glen. When this is accomplished, it would not only rival Golden Gate Park of San Francisco, but would be one of the finest parks in the world. One of the unique features would be the unusual variety of altitude. One could enjoy almost anything from sea breezes to mountain air.

As a Park Commissioner Mr. Gould takes deep interest and finds real enjoyment in his work, and his general aptitude and exceptional executive ability have made him an ideal man for the office he has consented to occupy. He has always worked in perfect harmony with the rest of the Board, and states that in his opinion, President Walter Manuel makes a most excellent head for the Park Commission, and the Board as a whole has done the most conscientious work for the commonwealth.

Mr. Gould is a native of the Hoosier State, born in Michigan City, Indiana, on May 7th, 1863. He received his early education in the public schools of his native town, and later acquired considerable business experience with several large business and financial concerns in Eastern cities, coming to Oakland in 1895. He soon afterward became associated with the Cosmopolitan Mutual Building and Loan Association of this city as its Secretary, where he has remained until the present time. Mr. Gould's marriage to Miss Frances Bracken took place in Chicago on January 20th, 1891.

His father, Zebina Gould, who was one of the early settlers of Indiana, died when young Gould was little more than a boy, and he has always had to make his own way in the world. He has succeeded because of his abundant energy, his strict integrity and inherent ability.

Henry F. Vogt

Secretary of the Park Commission



R. HENRY F. VOGT, the gentleman who has charge of the detail work of the Board of Park Commissioners, has won the respect and friendship of those with whom he comes in contact, both on account of his strict attention to his duties and the courtesy he has shown the public in the transaction of his business.



Courtesy of Stewart Photo

Mr. Vogt is the son of David Vogt, who was one of the early pioneers of California, coming to the coast in 1858 around the Horn. The elder Vogt took up his residence in Oakland way back in '64, and was one of the prominent citizens

of his time, being an active business man, and well known in the fraternal societies of his day. He is one of the Past Presidents of the Sons of Herman. His death occurred in Oakland on January 1st, 1905.

Mr. Henry Vogt was born in Pinole, Contra Costa County, California, on December 19th, 1863. He went to the Oakland schools as a boy and married an Oakland girl, Miss Clara E. Lickiss, in this city, on October 17th, 1895. He has one son, David A. Vogt, thirteen years of age.

After finishing his common school education he went into the livery business, and conducted stables here for a period of eighteen years. Although he has always had a deep interest in the civic welfare of Oakland, and had been active in several matters pertaining to public improvements, it was not until a comparatively recent date that he held a position in the city's government. In fact, he has never tried to secure one, as his interest in public affairs has been particularly free from any selfish interest or mercenary motive.

In October, 1908, he was tendered a position as Clerk in the Board of Public Works, and served in this capacity for one year. He was next appointed as Clerk to the Park Commission. The class of work performed by him in this office led to rapid promotion. In four months' time he was appointed Assistant Secretary, and on the first of July, 1910, was tendered the office of Secretary of the Board of Park Commissioners, which office he now holds.

Mr. Vogt has been an earnest and live worker in the interests of the Republican party, and his influence has been felt during several recent campaigns. He is a member of the City Central Committee from the Seventh Ward, and a popular member of the Woodmen of the World.

George E. Dickie

Superintendent of Playgrounds



R. GEORGE E. DICKIE, the active and virile young man in direct charge of the amusements and healthful exercise of the rising generation of Oakland, deserves favorable notice in these pages for the excellent work he is doing in his chosen field of usefulness.



Mr. Dickie is a native son, born in San Francisco, February 19th, 1884. He enjoys an excellent education, received first in the public schools of San Francisco and Paso Robles, then in the Paso Robles High School, of which he is a graduate, and finally in the University of California, from which institution he graduated with the class of 1906, at the age of twenty-two. He graduated with the rank of Lieutenant-Colonel of Cadets at the University, and after graduation was re-

tained as instructor in military tactics and drill.

About all the time that Mr. Dickie could spare from his real estate business, in which he was engaged in Oakland for some time, he devoted to the interests and welfare of the boys of the city. As Secretary and Director of the Aloha Boys' Club in West Oakland, he has done much to uplift the character of the young men in that vicinity. He organized the first boys' club in Alameda, a military and athletic organization, and has been identified with similar work for the past eight years in Oakland and other places. He is also one of the leaders of the present Boy Scouts movement in Oakland.

He is the first one to hold the office of Superintendent of Playgrounds in this city, receiving the appointment from the Playgrounds Committee in May, 1909.

As Superintendent of Playgrounds he has direct supervision of all the public playgrounds in the city, including Bushrod Park Playground, which is the first fully equipped model public playground in the city; De Fremery Park Playground, Bay View Playground, and the Tompkins, Garfield, Prescott and Durant School Summer Playgrounds.

Mr. Dickie is in his element in this work. It is largely through his suggestions that the playgrounds are equipped as completely as possible with see-saws, slides, swings, gymnasiums, and other apparatus. He has endeavored to have installed only such apparatus as will provide healthful exercise and entertainment free from any element of danger. His heart is in his work, and he is constantly planning for the betterment of conditions affecting the children of the city. His office is more important than is apparent on the surface, when we know that the boy of today is the man and citizen of tomorrow, and the environment of the youth is a most important factor in shaping his future career. Mr. Dickie seems to be the right man in the right place.

Malcolm Lamond Superintendent of Parks



HERE has been a strong agitation among city officials and business men in the matter of bettering the park system of Oakland. An appropriation of \$500,000 has been asked for to carry on the work already under way and contemplated, and we venture the opinion that such a sum could not be more wisely expended. None of the Eastern parks, with the millions appropriated yearly toward their maintenance, can equal the effects existing naturally and to be produced artificially here.

While the appropriations have been rather meager so far for park improvements, much credit is due to the gentleman in immediate charge of the city's parks—Mr. Malcolm Lamond. He installed the first public playgrounds, with the approval of the Mayor, at Independence Square, since re-named San Antonio Park. He has been a constant planner and worker for any measures toward beautifying and improving the city, and he states that in this regard Mayor Mott has always been willing and ready to support him in his suggestions for needed improvements.

Mr. Lamond is a lover of nature, and has made a deep study of the art of horticulture. He has been doing this sort of work practically all of his life, and is naturally adapted to it. Born in Scotland, November 12th, 1863, in the town of Stirling, after a public school education,

he followed his natural inclination and secured a position as gardener's apprentice.

After serving his apprenticeship and mastering the trade thoroughly, he was appointed Foreman of Gardeners to the Countess of Rothes, Leslie House, Fife-shire, in 1884, at the age of twenty-one.

In 1889, he came to America, going directly to Chicago, working one year in a florist establishment, and subsequently occupied a similar position in Denver for several years. Coming to California in 1893, he was engaged as Head Gardener in Mountain View Cemetery, Oakland, California.

When the Board of Public Works was looking for a suitable man to take charge of Oakland's parks, about seven years ago, Mr. Lamond had gained such a broad experience as a landscape gardener and was so proficient in the art of horticulture, that he was a most acceptable candidate for the position, and he was appointed Superintendent of Parks for the City of Oakland in August, 1903.

During his seven years' service there have been more improvements in Oakland's parks, and they have been kept in better condition than ever before. Should there be a suitable appropriation for beautifying the parks of the city, Mr. Lamond is in an excellent position to lend valuable suggestions as to how these funds should be expended, and he will no doubt be a factor in seeing that the money is spent where it will do the most good.

Dr. Oliver D. Hamlin

Ex-Member of the Board of Health



HEN the editors state that it took an interviewer just one month to secure an audience with Dr. Hamlin, for the purpose of gathering material for this volume, it is pretty evident that he is a comfortably busy man. With



Courtesy of Dorsaz Photo

the old maxim in mind that "Everything comes to those who wait," however, the reporter waited, and his patience was finally rewarded by a brief interview. He found that the doctor's constant and trying work had not robbed him of either his naturally sunny disposition or courteous

consideration for visitors, and it was a real pleasure to meet the vigorous young surgeon.

Dr. Hamlin is a product of California soil, born in Alameda County on April 21st, 1870. After going through the public schools, he attended Santa Clara College, taking a general course, graduating in 1890. In 1891 he entered the Cooper Medical College, of San Francisco, and graduated from that institution in 1894. He commenced active practice immediately after leaving college, under the House Surgeon of the Southern Pacific Hospital, Dr. Woolsey. He showed marked natural ability in his profession from the start, and went ahead rapidly. He began to devote particular attention and study to surgery early in his career, and now ranks with the best surgeons on the Pacific Coast. He began as Assistant in the Receiving Hospital, and later was appointed Chief Division Surgeon of the Southern Pacific Hospital. He is Professor of Surgery in the Oakland College of Medicine and Surgery, and Chief Surgeon, Alameda County Emergency Hospital.

Dr. Hamlin was appointed member of the Board of Health of Oakland about twelve years ago, and acted as President of the Board for eight years. He is in no sense a politician, nor is he active in politics, and the public is fortunate in having a man of his experience and unquestioned ability serving on the Board.

Dr. Hamlin married Miss Elizabeth McMahon, of San Mateo, California. They have one son, Oliver D., Jr., a young man of eighteen, who is now attending the University of California. The doctor's father, another Oliver Hamlin, was an early settler of California, coming to the Coast in '49 by way of the Isthmus.

Lemuel Payson Adams

Ex-Member Board of Health



R. LEMUEL P. ADAMS, ex-member of the Board of Health in the City of Oakland, is a native of Vermont, born on July 22d, 1875. As a boy he attended the public schools of Vermont, and in 1893 entered the University of Vermont, from which institution he graduated with an A. B. degree. He came to Oakland in 1901, and has since practiced his profession in this city with great success.

He is Professor of Surgery of the Oak-

land College of Medicine, and about five years ago was appointed by Mayor Mott to his present office on the Board of Health. Two years ago he was President of the Alameda County Medical Society, and is a member of the State and National Medical Societies.

Dr. Adams' marriage to Miss Elizabeth L. Leigh occurred in Oakland in 1893. The doctor states he is not in politics or engaged in outside business interests, and his entire time and attention is given to his chosen profession.

Dr. Charles Henry Rowe

Ex-Member of the Board of Health



WELL known professional gentleman, and a man who has done effective work in maintaining a clean and sanitary city, is Dr. Charles H. Rowe, who received the appointment as member of the Board of Health by Mayor Mott in January, 1911.

Dr. Rowe is a native of San Francisco, born on April 27th, 1875. He enjoys an excellent and finished education, having first attended the public schools, and later the University of California. Early in his career he decided upon the medical profession as his field of usefulness, and entered Cooper's Medical Institute, being ad-

mitted to practice in 1898.

He is in no sense a politician, and has made it a rule to keep himself free from business enterprises foreign to his profession. His large private practice and official duties have demanded his undivided attention, and it is through such concentration as well as to his recognized ability that he owes his success. He was City Chemist and Bacteriologist in 1905, and has been on the medical staff at Merritt Hospital for several years.

Dr. Rowe's marriage to Miss Elizabeth Griswold occurred in Oakland, in 1900. There is one daughter, Margaret, age seven years.

Dr. William K. Sanborn

Ex-Member of the Board of Health

 R. WILLIAM K. SANBORN, who has been a member of the Oakland Board of Health since 1908, and stands high in the medical profession, has truly been the "architect of his own

prominent pioneer of California, coming to the Coast around the Horn in 1853, after a tempestuous voyage, and surviving a shipwreck. His home was built in the East and shipped around the Horn in sections. Although the doctor's mother is living, enjoying good health at seventy-seven years of age, his father died in 1883, when William was seventeen years old. Left to his own resources at an early age, he has had to rely solely upon his own efforts, winning success in spite of adverse conditions.

Dr. Sanborn was born in Benicia, California, on November 25th, 1865, and received his education in the public schools and St. Augustine College. As a boy he worked in the drug business in Benicia from the time he was sixteen, in 1881, until 1887. He then went to San Francisco, where he worked for F. C. Keil, an old-time druggist, and well-known in that city. After graduating from the College of Pharmacy, where he received the gold medal, he returned to Benicia and engaged in the drug business for himself until 1891. In 1893 he graduated from medical college, standing at the head of his class, and a year later began the practice of medicine in Oakland, having built up a large and remunerative practice.

The doctor's marriage to Miss Emma L. Bruce occurred in Oakland in 1893. They have one son, Mervyn D., a bright boy of seventeen, attending the Oakland High School.

fortune," and thoroughly a self-made man. His father, Lewis D. Sanborn, was a



Dr. Edward Norton Ewer

Health Officer



PARTICULARLY efficient man in Oakland's city government, who occupies the important post of maintaining a healthful city, is Dr. Edward N. Ewer, who has been Health Officer for the past six years.

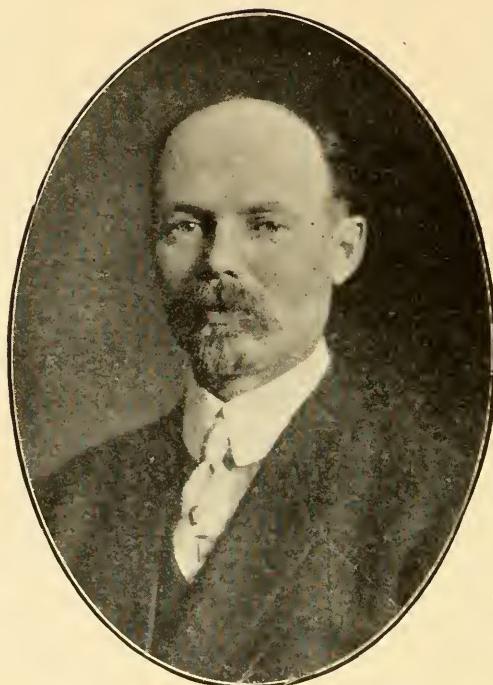


Dr. Ewer is a native of Wisconsin, born in Brodhead, on March 14th, 1866. He received his education in the public schools of Milwaukee, and later entered the University of Michigan, from which institution he graduated in 1892. After leaving the University he went abroad and completed his medical education in the cities of Dublin, Edinburgh and Berlin. Returning to the United States, he came directly to Oakland, and has been practicing here continuously ever since.

He received the appointment as Health Officer in 1905, and has held office longer than any of his predecessors. Dr. Ewer has done excellent work in the Health Department of the city at all times, but it was immediately after the San Francisco earthquake and fire that he showed his mettle and executive ability in a great emergency. When the magnitude of the disaster in San Francisco became evident to the Oakland City Health Department, and it realized that enormous numbers of destitute people would have to receive shelter in hastily-constructed camps, the Health Department immediately began preparations to meet the sanitary requirements of the emergency. The Health Officer, at the suggestion of Mayor Mott, attended a meeting of citizens, at which the Relief Committee was organized, and Dr. Ewer was made Chairman of the sub-committee on health. His efficient work at that time is well remembered. By prompt organization, and careful precautionary measures he made great headway in keeping the city in a sanitary condition, and it is a significant fact, and a tribute to the doctor's work, that not a single case of typhoid fever was reported during the time of the disaster.

Dr. Ewer is a member of the American Medical Association, Councilor of the State Medical Association, member of the Alameda County Medical Association, and is a Professor and one of the organizers of the Oakland College of Medicine, having been one of its Directors since its organization, ten or twelve years ago. This institution has turned out numerous graduates, not a single one of whom has failed to pass the State Board of Medical Examiners.

Dr. Ewer's marriage to Miss Flora Louise Goldsmith, of Milwaukee, occurred in that city in 1898. He is a popular member of the Athenian Club of Oakland, and a Mason.



DR. DUKES
EX-PRESIDENT BOARD OF HEALTH
Courtesy of Webster Photo



B. H. PENDLETON

Ex-PRESIDENT CITY COUNCIL AND PRESENT CIVIL
SERVICE COMMISSIONER

Benjamin H. Pendleton

Member of Civil Service Board, Municipal Water Commission
and Ex-President City Council



R. BENJAMIN H. PENDLETON, who was President of the late City Council at the time the new charter went into effect, is known by Oaklanders to be one of the most public spirited and representative men in the city, and has done a great deal to bring about a "Greater Oakland."

Mr. Pendleton was born in Shanghai, China, on October 20th, 1862, but has spent most of his life in this country. After a practical preparatory education, he entered

Yale University, taking an academic course, and graduated with high honors in 1884, at the age of twenty-two. Immediately after his graduation, he became associated with Horn & Company, the wholesale cigar house, now located at 40 Drumm Street, San Francisco. He began in this business in 1885, and has been eminently successful, now owning the business entirely.

In 1898 he was appointed on the Board of Free Public Library Trustees, in Oakland, and in this capacity he did most excellent work. He served on this Board for four

years. He was elected Councilman eight years ago on the Republican ticket, and was President of the Council for two years, being the last President under the old regime. All Oaklanders are familiar with Mr. Pendleton's fine record as President of the City Council. He was the dominant figure in arranging the details of the Southern Pacific franchise, on Seventh Street, and it was largely on account of his study and untiring efforts that the matter was finally settled by the payment by the railroad company of a yearly rental for the use of Seventh Street, which is greater than is paid for the use of a street by any other railroad in the United States. He was also a strong factor in securing for the city a reduction in the water rates, after a great deal of argument and litigation of long standing. A graduated scale of reduction was brought about, which has meant a saving during the last four years to the city of Oakland of about nine hundred thousand dollars. He was also very active in bringing about a settlement of the Western water front matter, and it was Mr. Pendleton who suggested that the wharfing-out rights be recognized by the Western Pacific Railway Company by the payment of a yearly rental, which principle, having been established, was followed out, to the great advantage of the city in exact-

ing a like rental from the Southern Pacific Company and the Key Route. It was through his suggestion, also, that the Oakland Mole and water front rights of the Southern Pacific Company revert to the City of Oakland at the expiration of its franchise. The class of work that Mr. Pendleton has done for the city in these very important matters is easily apparent.

Mr. Pendleton is President of the Associated Charities Association of Oakland, which is affiliated with the city government. He is a member of several clubs and associations, among which are the Nile Club, University Club of San Francisco, and Sons of the American Revolution. He may feel a just pride in his ancestors, several of whom occupy an important place in the early history of the nation. Captain Ben Pendleton, from whom he is a direct descendant, was a fighter in the cause of American Independence, and as a naval officer succeeded in capturing a British warship.

During his recent absence from the city he was appointed by Mayor Mott as member of the Civil Service Board. He is also the Chairman of the Municipal Water Commission, which has for its purpose the acquisition of the water company's plant. In politics, Mr. Pendleton says he is a Taft Republican.





HARRISON SIDNEY ROBINSON
MEMBER CIVIL SERVICE COMMISSION
Courtesy of Bushnell Photo

Harrison Sidney Robinson Member Civil Service Board



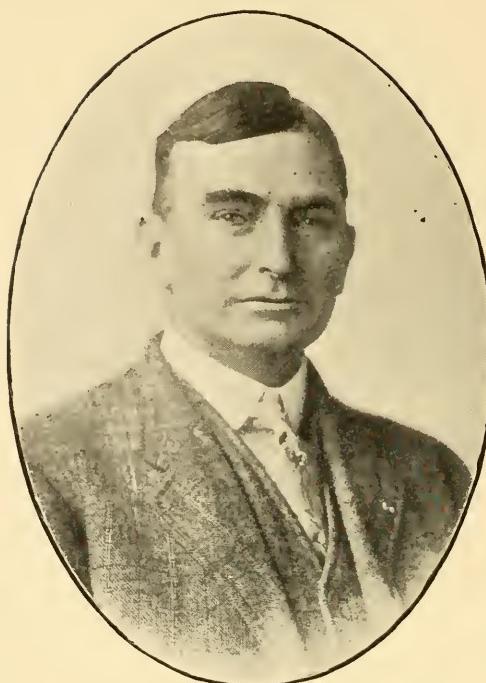
R. H. S. ROBINSON, who is an exceptionally bright young attorney, and a worker for civic improvements, is a native Californian, born in San Francisco, July 13, 1877. He received his education in the public schools of San Francisco, and graduated from the University of California in 1900 with degree of Bachelor of Letters. At college he was the editor of the "Daily Californian"; associate editor "University Magazine," associate editor "Blue and Gold," and lieutenant-colonel of University Regiment. His first occupation in life was that of a newspaper reporter in Oakland.

He has been engaged in the practice of law

in Oakland since 1902. Since 1903 the firm has been Robinson & Johnson, now at 401 and 406 First National Bank Building, making specialty of corporation and general commercial practice and probate. Office systematically organized and conducted on modern business lines.

He received the appointment as member of the Civil Service Board from Mayor Mott in September, 1911, under the new charter.

Mr. Robinson was a member of the Board of Freeholders, Oakland, 1910, and Chairman of the Revision Committee of that body. He is also a member of the Athenian Club, a 32nd degree Mason, and connected with the Woodmen of the World.



L. N. COBBLEDICK
Ex-COUNCILMAN AND MEMBER CIVIL SERVICE
BOARD

L. N. Cobbleddick

Ex-Councilman of Seventh Ward and Member
Civil Service Board

ASTRONG supporter of the administration and an active worker for the progress of the city is Ex-Councilman L. N. Cobbleddick. It is but natural that he should take a keen interest in the development and good government of Oakland because he was born here and has lived in the city all his life, a matter of forty-three years.

Mr. Cobbleddick is the son of James Cobbleddick, who was one of the sturdy pioneers of California, who came to the Coast in 1850, around the Horn. He is one of a large family, there being five boys and six girls. Mr. Cob-

bleddick was born in Oakland on February 15, 1867, and went to the Franklin school here as a boy. After acquiring a good practical education he went to work for the Whittier-Fuller Company in his early youth, and it was with that concern that he won a reputation for faithfulness to duty, absolute honesty and marked ability in business. Starting at the very bottom of the ladder, he rose by degrees until, when he resigned his position to go into business for himself, he was head of the glass department of that concern. His service with the Whittier-Fuller Company covered a period of nine years.

On March 1, 1891, after acquiring a thor-

ough knowledge of the paint and glass business and possessing an inherent executive ability, he decided to go into business for himself, his first store being at 358 Twelfth Street, Oakland. He successfully conducted a general business in paints, oils and wall paper at that locality, and later at 401 Twelfth Street. After the San Francisco fire he sold out the paint and wall paper department of his business at a profitable figure and has since confined himself exclusively to glass and mirrors. He has been located at 712-14 Broadway, his present place of business, for the past five years, and is the representative man in his line of trade in the city.

It was at the earnest solicitation of Mayor Mott that Mr. Cobbleyick consented to run for Councilman from the Seventh Ward. The Mayor well knew his sterling principles and his deep interest in the welfare of Oakland, and although the salary of the office was merely nominal, he was public spirited enough to allow his name to be used on the Republican ticket and was elected by a large majority.

He made an excellent Councilman. He originated and put through the ordinance prohibiting slot machines in the city, and has been a factor in putting through the Hopkins Boulevard, from Lake Merritt to the Foothill Boulevard, connecting with Mills College. Improvements of this kind have been a great

hobby with him, and altogether he has been a valuable acquisition to the Board of Councilmen.

He is a strong supporter of Mayor Mott, has a thorough appreciation of the good work he has done for Oakland, and firmly believes that in future years the Mayor will be appreciated as the most able public official Oakland ever had.

Mr. Cobbleyick's marriage to Miss Florence White occurred in this city on February 20, 1890. Mrs. Cobbleyick is the daughter of Wilson White, a noted manufacturer of San Francisco, whose death occurred on May 13, 1889. Mr. White was widely known as the bag king of the Pacific Coast. Mr. Cobbleyick has two sons, Lloyd, the eldest, now nineteen years of age, attending high school, and Wilson, seventeen, now in the Polytechnic High School.

Mr. Cobbleyick is a Shriner, member of the Woodmen of the World and has been a member of the Native Sons for the past twenty-two years, having been District Deputy Grand President. He has always taken a strong interest in military work, and is captain of the First Congregational Cadets, which is one of the finest military companies in the State. He was recently appointed by the Mayor as member of the Civil Service Board.



Albert H. Elliot

Lawyer and Ex-Councilman of Oakland



LBERT H. ELLIOT, member of the late City Council of Oakland and a successful attorney, has occupied an important place in the city's political affairs for years past. He was elected to the council in 1903 on the Republican ticket, and



had been continuously returned to office by the vote of the people up until the time the new charter went into effect, in 1911, when the council was practically eliminated in the city's government.

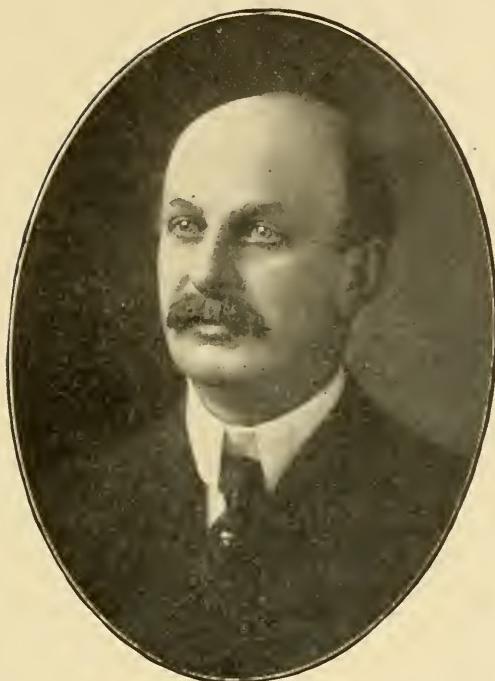
Mr. Elliot acted as president of the council for one year and was chairman of the Ordinance and Judiciary Committee for seven years. He was also a member of the Finance Committee for seven years. He made an excellent Councilman, and a good many measures

that have resulted in a better civic government have been put into effect because of his ideas and suggestions. He has always advocated municipal ownership of the city's water supply and did his best to bring this about. He also has the distinction of being one of the freeholders that framed Oakland's new charter and this instrument embodies several of his ideas.

Mr. Elliot is a Native Son, born in San Francisco on June 29, 1868. He took a regular course in the University of California, graduating in 1891. He studied law privately and was admitted to the bar in 1892. The first time he was in court he was the plaintiff and tried his own case and won it. Since that time he has tried many intricate cases, and his ability in argument and analysis has generally enabled him to win. He now has a very lucrative legal business, occupying a large suite of offices at 34 Ellis Street, San Francisco, and has about all the work he can attend to.

Mr. Elliot's marriage to Miss Adelina Bunnell took place in Martinez, Cal., on June 6, 1893. They have two children, one very accomplished daughter, Miss Alice Bunnell Elliot, a girl of fifteen, who exhibited marked dramatic ability some time ago when she took the leading part in "Miss Somebody of Somewhere," which play was given under the auspices of the Oakland Club and prominent society people, and one son, Albert H., Jr., a boy of seven. Mr. Elliot has two brothers, Charles M., who is vice-president of the San Francisco Chamber of Commerce, and W. E. Elliot, who has been in the lumber business in Oakland for about fourteen years.

Mr. Elliot is a Spanish-American War veteran and held the important place of mate on the U. S. S. Iroquois, as third officer in command of the ship. He graduated from the University with the rank of lieutenant colonel, and was in a position to pass a creditable examination for the post.



OLIVER ELLSWORTH
EX-MEMBER CITY COUNCIL

Oliver Ellsworth Ex-Member of the City Council



WELL-KNOWN member of the California bar, who has done effective work in introducing many measures and reforms that have been a great benefit to the commonwealth, is Oliver Ellsworth, member of the City Council up until the time Oakland's new charter went into effect.

Mr. Ellsworth is a native of California, born in Mission San Jose on April 7, 1867. He enjoys an excellent education, received in the grammar schools and high school of Oakland and later in the University of California, from which institution he graduated with the degree of A. B. in 1888, at the age of twenty-

one. He decided to follow the law early in his career, and immediately after his graduation from the University entered the Hastings College of Law, being admitted to practice in 1891. As a lawyer he has been a success from the start. The first case he handled was *Cox vs. Delmas*, a suit involving the question of an attorney's right to buy up the claims against his client, which was tried before a jury and won by Mr. Ellsworth. He has since been connected with many cases involving fine points of law and has generally been successful. He has been prominently identified with matters of litigation in connection with mutual building and loan associations

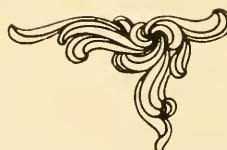
and other similar institutions where technicalities of law were involved. Mr. Ellsworth is attorney for the Stewart Fruit Company, the largest private shipping concern of its kind in the State, and other important corporations. He is also actively interested in the development of California oil properties, being president of two companies operating in the Kern River field, and has had considerable to do with the settlement of legal points bearing on "lien land selection" in relation to oil property, with regard to which a case was recently carried to the United States Supreme Court and resulted in victory for the oil men.

Mr. Ellsworth was elected councilman-at-large immediately after the San Francisco disaster, having received the Republican nomination and the endorsement of the Citizens' Municipal League. He was president of the Council immediately preceding Mr. Pendleton. Mr. Ellsworth, together with Mr. Pendleton, gave particular attention to obtaining for the city a proper remuneration from the railway companies upon granting franchises, and assisted in framing the plan of exacting annual payments from the railroads. He also helped

frame the amendments to the liquor laws, restricting the number of saloons and enforcing rigid conditions as to their management. He had a special detective go through the so-called "social clubs," and upon the evidence obtained the police closed up several of these places.

Mr. Ellsworth is the son of H. G. Ellsworth, an old resident of Alameda County, who, with E. L. Beard, secured a patent from the Government of 6,000 acres in this county in 1852. The elder Ellsworth died in Niles in 1897. Mr. Ellsworth's great-great-grandfather was third Chief Justice of the United States and served in several of the most important diplomatic offices for the United States Government.

Mr. Ellsworth's marriage to Miss Lillian Mastick, daughter of Joseph Mastick and granddaughter of E. B. Mastick, president of the board of trustees of the Lick Estate and well known throughout the State, occurred in Alameda on May 26, 1897. They have one daughter, Beatrice, a child of eight. Mr. Ellsworth is a member of several clubs and fraternities.



John Ryle MacGregor

Ex-Councilman



NE of the staunch Republicans in the late City Council of Oakland was John Ryle MacGregor. Mr. MacGregor is of Scotch extraction and has inherited all the good, practical common sense of his ances-



J. R. MACGREGOR
EX-COUNCILMAN

tors, which, with a naturally bright mind, has brought him success in his business and has made him an excellent judge of the right course of action in the various important mat-

ters before the board, the correct solution of which meant so much to the city's interests.

Mr. MacGregor was born in Nova Scotia, in the town of Middleton, on December 10, 1863. He received his rudimentary education in the schools of his native town until the age of sixteen, when the family moved to the United States.

He married Miss Henrietta Weaver, in Mayfield, Santa Clara County, California, on June 10, 1890. The bride and groom came to Oakland on their honeymoon and liked the city so well that they have resided here ever since. Mr. MacGregor has been engaged in the contracting business and has lately devoted a large part of his time to real estate and insurance, in which he has been entirely successful.

In 1909 Mr. MacGregor's friends urged him to accept the nomination on the Republican ticket for Councilman, and he did so, being elected by a good majority. Previous to this, in 1896, he was appointed member of the Adeline Sanitary Board.

Mr. MacGregor as Councilman has shown himself to be alive to public issues, and moreover has been thoroughly conscientious in his work for the interests of the taxpayers and the public at large. He took an active part in the annexation movement in 1897, and is the author of the new traffic ordinance. He is also prominently identified with the Santa Fe Improvement Club. He acted as chairman of the License Committee and made a practice of attending the meetings of all other committees.

Mr. MacGregor is well known and well liked in Oakland and is a member of the Woodmen of the World, Odd Fellows, and is a Mason.

Eugene Stachler

Ex-Councilman



R. EUGENE STACHLER, a member of the City Council up until the time the new charter went into effect, has been an active and vigorous worker for good government for years past. He was a formidable candidate for Commissioner at the



EUGENE STACHLER
Ex-COUNCILMAN

Courtesy of Dorsaz Photo

last election, receiving the direct primary nomination for the office, and was only defeated after a hard fight.

Mr. Stachler is a native of San Francisco, born on June 28, 1869. He attended the Oakland public schools as a boy, and graduated from the Oakland high school. As an adjunct to his public school education he attended Taylor's Business College. He learned the harness and saddlery business and followed

that work, with headquarters at 2041 Adeline Street, up until the time of the San Francisco earthquake and fire, at which time he lost most of his trade in that city, which constituted by far the largest portion of his business. Since that time he has become interested in several business interests in the city which have occupied most of his time.

Mr. Stachler was nominated four years ago on the Democratic, Republican and Union Labor tickets for Councilman, receiving the second highest vote in the city at the election. He was again nominated and elected to succeed himself in 1909, when he received the highest vote on the ticket, leading the Mayor by 900 votes. During his first term he served on the Wharves and Water Front, Railroads and Streets and License Committees. During his second term he was a member of the Finance Committee, Railroads and Streets Committee, Fire and Water and License Committees. He states that it gave him great pleasure to vote for the \$5,000,000 bond issue which was defeated. The second time the measure came up for \$2,500,000 bonds, which he of course voted for. He also voted for the new charter on two occasions, which was carried the last time. He has worked hard for improved fire equipment and more fire houses, and was instrumental in securing a raise in the firemen's pay from \$90 to \$100 per month, getting for them four days off out of each month and fifteen days' vacation each year. He also voted twice for school bonds to increase Oakland's educational facilities. In fact, as Councilman he has shown his energy and attitude plainly in fighting for every reasonable measure to improve public utilities and civic improvements.

Mr. Stachler married Miss Henrietta Carlen, who comes from an English family, in Oakland, on August 17, 1893. There are two children, Miss Barbara, sixteen, and Carlen Eugene, eleven.

There is little doubt but what Mr. Stachler will be heard from in the future political history of Oakland.



A. P. STIEFVATER
Ex-COUNCILMAN

Courtesy of Bushnell Photo

Albert P. Stiefvater Ex-Councilman



N official in the recent administration whose broad experience in the various walks of life, coupled with an unusual knowledge of the issues before the public, has won for him considerable distinction is Ex-Councilman Albert P. Stiefvater.

Mr. Stiefvater is a Native Son, born in San Francisco on March 11, 1867. He enjoys an excellent education received in the public schools of San Francisco and Alameda and later at the Wesleyan College of Iowa. He

took up the study of law in the University of Iowa and graduated from that institution in 1890.

He began his business career after leaving the university with the R. G. Dun Mercantile Agency in Chicago, remaining with them two years. Soon after this he returned to the West and took up newspaper work in Alameda. His success as a newspaper man is well known. In his editorial work and news articles he showed marked ability as a forceful and vivid writer, and this, together with

his faculty of keeping in close touch with the various important issues before the public, created a constant demand for his services in the field of journalism.

He has been city editor of both the "Encinal" and the "Argus," Oakland correspondent of the San Francisco "Call," was for some time connected with the Oakland "Tribune" and was for seven years representative of the San Francisco "Bulletin."

Mr. Stiefvater has always had an unlimited capacity for hard work. His duties as a journalist were by no means light, but he had no intention of neglecting his legal profession, and found time to give considerable attention to his law office even while engaged in newspaper work. That he possesses unusual versatility is shown from the fact that his success as a lawyer has equaled his success as a journalist, and it was not long before he was enabled to give up his newspaper work and devote his entire time to his legal practice.

In 1909 he was persuaded to accept an appointment by Mayor Mott to the City Council, to fill the vacancy caused by the resignation of J. F. Mullins, and in the following March was elected Councilman by the citizens of the Third Ward.

The class of work that Mr. Stiefvater has performed for the public in the Council has been excelled by no other member of that body. He was largely instrumental in securing for the public the reduced water rate. He was also on the committee that had in hand the settlement of matters pertaining to the Key Route basin and the granting of franchises to the Key Route people, which committee also obtained a settlement with the Southern Pacific regarding the city's control of the Oakland mole. He believes that the ultimate cost of Oakland's water front will

easily reach \$25,000,000. Bonds have been issued for the development of the city's water front to the extent of over \$3,000,000 so far, and he has succeeded in securing a reasonable amount to be expended on the western water front or Key Route basin.

Mr. Stiefvater married Miss Wanda Marie Gernreich, a native daughter, whose father, William Gernreich, is well remembered as a prominent merchant of Oakland. The marriage took place in this city on June 21, 1899. There are two children, Arthur E., aged nine, and Virginia, aged eight, both attending the public schools. His father, Simon Stiefvater, was one of the old pioneers of California, coming to San Francisco around the Horn in 1865. He began as a baker in San Francisco in the early days and later became a flour merchant in that city. His death occurred in 1901.

As an example of Mr. Stiefvater's deep and sincere interest in the good government and welfare of the city we may mention the fact that in 1906 he organized the Civic Education League, composed of the young men of the city, for the purpose of discussing politics, current events and the study of public questions of importance generally, and he has the satisfaction of knowing that many of the members have since become prominent in commercial and political life.

Upon the foundation of an excellent education he has since acquired a broad experience in many walks of life, first as a business man, then as a journalist, and finally as a lawyer, and is exceptionally well equipped to do excellent work in any office he may be called upon to occupy. His work as a public official has been entirely free from any selfish interest. He believes a councilman should act only as the instrument of the people and have their interests at heart at all times.

R. C. Vose

Ex-Councilman



X-COUNCILMAN R. C. VOSE is one of the gentlemen who served in the late City Council, and it is a well-known fact that he made good. His long business experience enabled him to become a valuable acquisition to that body, not only because



he was competent to give an opinion on the various issues coming before that body from the standpoint of a man of business, but also because he is progressive and is always planning and working for needed public improvements.

As chairman of the Public Improvement Committee he has done excellent work, and his particular hobby in the Council was good streets. He has been an important factor in securing the street improvements that have been accomplished since he went into office. Mr. Vose is also the originator of the ordinance excluding minors from the poolrooms of the city. The need of such an ordinance is apparent, as the environment of these re-

sorts, while not necessarily harmful to adults, exerts no beneficial effects on the boys of the city, to say the least.

Mr. Vose is a Native Son, born in Sacramento on October 6, 1864, and his marriage to Miss Martha Campbell took place in San Lorenzo, California, on November 21, 1888. His father, George H. Vose, Sr., came to California in 1851 and was one of the prominent pioneers of his time. He settled in Oakland soon after his arrival and owned the first dairy in the city, on the shores of Lake Merritt.

Mr. Vose is prominent in fraternal circles, being a member of the Woodmen of the World, Alpha Camp; Eagles, Women of Woodcraft, and the Society of the Cincinnati. He is particularly proud of his connection with the latter organization, as its membership is handed down by the generations past and is the only American society recognized by the nobility of Europe. The society was organized by George Washington and his officers immediately after the close of the Revolutionary War, and Mr. Vose's great-great-grandfather, Colonel Joseph Vose, of the First Massachusetts Regiment, was one of the first members.

Mr. Vose's seven years' experience in the auditing department of the Southern Pacific Company and the years spent in business for himself have proven a valuable asset to him in his public work. He has also started a system of calling private meetings of citizens in sections where improvements were necessary, explaining the advantages of same, submitting the exact details as to costs, etc., and, after discussing the matter thoroughly, took a vote on the plan of action to be adopted and submitting same to the Council, thereby saving the Council lots of unnecessary work. He is for Oakland first, last and all the time. He takes particular pride in Oakland's new city hall, and states that after an extended trip through the Eastern cities, where he had taken particular notice of public buildings, he thinks Oakland's new city hall is a new departure and a marked improvement on any others seen in the East.



HON. GEORGE SAMUELS
JUDGE POLICE COURT

Courtesy of Webster Photo

Hon. George Samuels Judge Police Court

AN efficient man in the government of the city and one who has a long and clean record as a public official is George Samuels, Judge of the Police Court of the city of Oakland.

Judge Samuels is a native of England, born in Leeds on February 18, 1859. His father, Barnet Samuels, who was a pioneer resident of Oakland before his death, feeling that America offered better opportunities for himself and children, decided to make this country his home, and took up

his residence in Chicago in 1865, where he engaged in business.

Judge Samuels attended the public schools of Chicago as a boy and continued his studies there until 1875, when his family moved to Oakland. The Judge engaged in the mercantile business in this city in his youth, but, being ambitious, he soon began to look for a broader field of usefulness. He had always had a leaning toward a legal career, and, following his natural bent and inclination, entered law school. While there he studied hard, and

by close application was enabled to make an excellent showing in his examinations. He was admitted to practice by the Supreme Court of California in 1898.

Judge Samuels commenced the practice of law almost immediately after having been admitted to the bar, and soon won distinction for his eloquence, his ability in argument and his knowledge of the law. He now occupies a high place as a lawyer and jurist.

His record as an able attorney led to his appointment, in 1899, as Assistant District Attorney of Alameda County, and it may be said that his public career dates from that time.

In 1903 he accepted the nomination on the Republican ticket for Judge of the Police Court and he was elected at the general election. The character of his work on the bench has given thorough satisfaction. The best proof of this statement is that the voters have insisted upon his return to office at each successive election since his first term, and in the direct primary election of 1910 the people again nominated him as the Republican candidate. At the same primary he was also given the nomination of the Democratic and Union Labor parties.

In the administration of the law the Judge is inclined to be merciful to law breakers, but old offenders generally re-

ceive the full penalty and this class of criminals have reason to fear him. He possesses one characteristic in particular that has made him many friends and a few enemies and that is his effort to keep his court and rulings free from influence, fear or favor, and he has successfully put into active practice the great fundamental principle, which is so often scoffed at and which jurists sometimes lose sight of, and that is the American doctrine that "All are equal before the law."

Judge Samuels' home life has been a pleasant one. His marriage to Miss Lilly Steen, of Santa Cruz, a native daughter of California, took place in Oakland in 1882. He has one married daughter, Mrs. Irving Magnes, and two sons. The elder son, Mervyn J. Samuels, is a graduate of the University of California and the Hastings College of Law and a promising young attorney of this city. The second son, Boris L. Samuels, is attending the Oakland high school.

The Judge is Past Supreme Representative of the Knights of Pythias, Past Noble Grand of Oakland Lodge, No. 118, of the I. O. O. F.; Past Grand President of the I. O. B. B., a member of Alcatraz Chapter Royal Arch Masons, a member of Brooklyn Lodge of Free and Accepted Masons, Sons of St. George, and a member of the Oakland Chamber of Commerce.



HON. MORTIMER SMITH
JUDGE POLICE COURT

Hon. Mortimer Smith Judge Police Court



ONE of the noticeable men on the bench in the Oakland courts today is Police Judge Mortimer Smith, first, because he is probably the youngest man that ever has been intrusted with the duties of that responsible office, and secondly, because during his long tenure of office he has shown an efficiency and fitness for the position that have resulted in his re-election time and again.

Judge Smith is a native of the Keystone State, born in Venango County, Pennsylvania, June 9, 1872. His parents came West in 1876, taking up their residence in

Oakland, so the Judge can claim Oakland as his home for thirty-four years, practically all his life.

After a thorough practical education in the public schools of the city, he decided upon a legal career and began the study of law in his father's office. The father, James Hume Smith, was one of Oakland's foremost lawyers, and under his able tuition and with a strong natural aptitude for legal study, the Judge passed a creditable examination, being admitted to the bar August 7, 1894.

As a general practitioner in his profession, he handled a number of important

cases with exceptional skill, and it was his high rating as a rising young lawyer that led to his being tendered the nomination on the Republican ticket for Judge of the Police Court in April, 1898, at the age of twenty-six.

In politics Judge Smith is an active Republican. He is naturally keenly interested in the affairs of the city and is ambitious to see it rank among the first cities of the country in good government and commercial prosperity. He is an active member of the Chamber of Commerce and a strong advocate of any measure or movement toward the progress and upbuilding of Oakland.

He has given much study to criminal law and to the forces and conditions which foster crime. He fully appreciates that our present social evils present a problem which has not as yet been solved by the biggest minds in the country, but in his administration of justice and in his bench decisions he has conscientiously sought to give everyone a "square deal" and abso-

lute justice according to law.

The Judge is a vigorous young man, thoroughly alive, and transacts his business with vim and dispatch.

He has as wide a circle of friends as any man in Oakland. He is a well-known figure in many fraternal and charitable organizations, being Past President of the Eagles, Oakland Aerie, No. 7; member of the Nile Club, Oak Leaf Lodge; A. O. U. W., No. 35; Woodmen of the World, Oakland Camp No. 94; F. and A. M., Bay View Lodge, No. 401, and Elks, Oakland Lodge, No. 171.

Judge Smith married Miss Anna L. Williams, well known in social circles. The family consists of one son, Mortimer, Jr., and one daughter, Lela M. Smith.

On August 16, 1910, the Judge was renominated by direct primary vote as Republican and Democratic nominee for Police Judge by a goodly majority, which shows conclusively the people's attitude concerning his public work. His election is a foregone conclusion.



Ezra W. Decoto

Prosecuting Attorney



PARTICULARLY well equipped attorney in the legal department of the city is Ezra W. Decoto, Prosecuting Attorney for the city of Oakland. Mr. Decoto is a native son, born in the town of Decoto, Alameda County, on



the 6th day of February, 1876. He comes from Scotch-Canadian parentage, his father, Ezra Decoto, Sr., having been born at Three Rivers, near Montreal, Canada, and his mother, Janet Lowrie, being a native of Scotland, born in the town of Sterling.

Mr. Decoto enjoys a thorough and finished education. He went through all the grades of the grammar school at Decoto and the high school at Centerville. He entered the University of California in

1896, graduating from that institution with honors in 1900. While in the University he won much popularity for his devotion to his Alma Mater and his activity in athletic affairs. He was manager of the University track team in 1900 and since 1901 was the graduate manager of all student activities until 1906. While at the University he was a member of the Bachelordon Club, the Psi Upsilon Greek letter fraternity and the Golden Bear Honor Society.

Early in his career Mr. Decoto decided upon the legal profession as his particular field of usefulness, and entered the Hastings College of Law of San Francisco, graduating in May, 1902.

After completing his law course, he began his practice in the office of J. B. Richardson, one of Oakland's widely known attorneys. In 1903 he was appointed as first probation officer of Alameda County and served in that capacity until his appointment by John Allen, then District Attorney, to the office of Prosecuting Attorney. The ability he has shown in handling the cases coming under his jurisdiction, his well-known habit of always being on hand, and his strict attention to his duties generally, has insured his reappointment to his present office again and again, both under the administration of Everett J. Brown and William H. Donohue.

As a lawyer Mr. Decoto possesses a keen insight into human nature, is a shrewd questioner and has shown marked ability in argument. As a man he is congenial and companionable and of unquestioned integrity. With all these assets, coupled with perfect health and with superior physical qualifications, Mr. Decoto is bound to be heard from in the future.

He is a member of Oakland Lodge No. 171, B. P. O. E., Live Oak Lodge No. 61, F. & A. M., and Gethsemane Chapter of Rose Croix, No. 2. In politics he has always been an active Republican.



ADELBERT WILSON
CHIEF OF POLICE

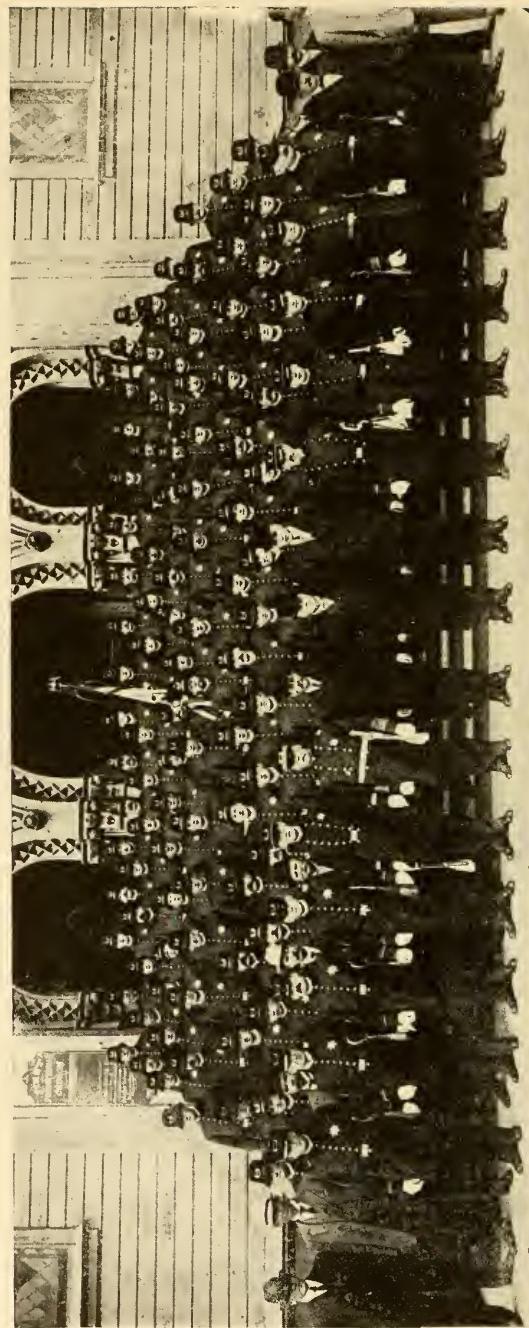
Adelbert Wilson Chief of Police

WELL worthy of prominent mention in these pages is the able official now at the head of the Oakland Police Department, Adelbert Wilson. His service on the police force and in police duties covers a period of over forty years, and during that long time he has made a record for honesty, efficiency and faithfulness of which he may well feel proud.

Chief Wilson comes from a New Eng-

land family and is a native of the State of Maine, born in Camden, January 8, 1844. When he had secured a good practical education in the public schools of his home town, as a boy of nineteen, the spirit of adventure and achievement was strongly developed in him and he decided to cut loose from home ties and seek his fortune in the West. He arrived in California in 1863, long before the railroad was completed to the Coast.

He found his first work with Boswell &

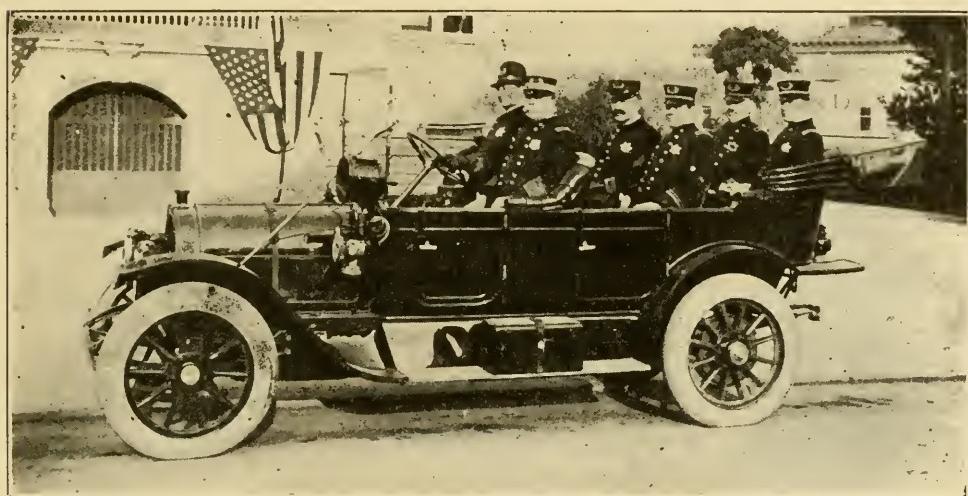


Courtesy of Stewart Photo
Oakland Police Force, Showing Mayor Mott, Ex-City Attorney Stetson, F. C. Turner and Chief Wilson in Foreground

Geddes, the wholesalers, at Front and Commercial Streets, San Francisco. In his early youth he was perfectly willing to turn his hand to any work that was honest and profitable. After his first job he went into the blacksmithing business, then the express business, and, following this, had charge of the newspaper routes of the "News" and "Transcript" in Oakland.

On the 30th day of May, 1870, at the age of twenty-six, he was appointed special

was promoted to captain and served in this capacity for sixteen years, and finally as a just reward for his long service and excellent record was appointed Chief of Police January 2, 1899. Notwithstanding the changes in the city's political administration the class of work that the Chief has done has kept him to the fore, and he was appointed Chief on December 20, 1905. Recently the title of his office has been changed to Superintendent of Police.



New Pope-Hartford Machine—A Part of Police Equipment

police officer, serving four years and four months. On October 5, 1874, he received his appointment to the regular police force, being detailed as sergeant on October 15, 1877. At this time there was great political excitement in the well remembered "Kearney Workingmen's Movement" and Officer Wilson and eighteen other officers were discharged and reinstated many times, according to the rise and fall of the political leaders. As an example, on January 17, 1881, he was reappointed and on June 6th was removed again. He was not reappointed after his removal on June 6, 1881, until August 20, 1883, and from this time on his connection with the police department has been permanent and his advancement steady. On May 7, 1889, he

There are no frills about the Chief—he cares little about brass buttons and gold braid. He has worked his way to the top entirely through the faithful and fearless performance of his duty and by virtue of his experience, his natural ability and his familiarity with all branches of the police department.

Chief Wilson was in office when the great fire in San Francisco occurred, and the burden of handling the immense crowds of homeless people who made straight for Oakland, accompanied by the usual lawless element, fell largely on his shoulders. The magnitude of this task can be better appreciated when it is known that over 200,000 people arrived in Oakland during three days' time. By prompt action in formu-

lating strict rules and disciplinary measures, Chief Wilson, with a regular force of only seventy-one men, handled the situation in a manner that reflects the highest credit upon himself and his men. The streets were closed after 6 o'clock at night and no person was allowed to pass through the lines without a pass from the Chief himself.

During the recent celebration of the entrance of the Western Pacific Railroad into Oakland he distinguished himself by the manner in which he controlled a crowd of over 100,000 visitors. Through his precautionary measures in advance of the occasion, the excellent work of the men under him, and his personal diligence and inspection where his presence was required in many parts of the city on the day of the celebration, the affair passed off without a hitch and not a single accident was reported.

Chief Wilson's marriage to Miss Mary E. Poole, of Whitman, Massachusetts (now called Abington), took place in Oakland,

on December 19, 1872. Of his three children only one is living, Florence. He numbers among his personal friends many of the first citizens of Oakland. He is a thirty-second degree Mason, a Shriner, and has been an Odd Fellow since February 12, 1872.

In the transaction of his business the Chief is methodical and thorough. He is courteous and obliging to the public and personally is cordial and open in his conversation. Since he has been at the head of the department he has suppressed vice and crime with vigor. He has always backed up his men in the discharge of their duty, and his counsel and advice has done much to elevate the standard, and merit has always been rewarded by him. On May 30, 1907, Chief Wilson was presented with a handsome gold shield by the members of the Oakland police force as a token of esteem and friendship. The Mayor made a graceful presentation speech at the time.





W. J. PETERSEN
CHIEF OF DETECTIVES

Walter Joseph Petersen Chief of Detectives

THE life story of Captain Walter Joseph Petersen, if he could be induced to tell it, would probably result in as interesting and exciting a tale as one could find anywhere. The publishers are going to get Joseph in a corner some day and make him "give over," as the cockneys say, because his story deserves a volume by itself.

Detective Petersen was a little shy about giving the writer of this sketch the material for an adequate biography, but we are going to give such facts as were gleaned from him in the brief interview.

Walter Joseph Petersen was born in Jersey City, N. J., on March 14, 1868. Coming to California in his early youth, he attended the public schools in various parts of the State and later entered the California Military Academy.

Mr. Petersen has the blood of the ancient Vikings of Norway in his veins and can trace his ancestry back for a thousand years. His antecedents, the Petersens of hundreds of years ago, at one time owned a vast estate on which the thriving city of Porsgrund is now located. His forbears have all been followers of the sea, and his father before him, Captain Henry

U. Petersen, was a sea captain.

So it is but natural that young Petersen, as soon as he could finish his education, should give ear to the instincts and habits of the generations before him, and, as the eagle seeks the air or, more appropriately, the duck goes to water, Captain Petersen went to sea.

His first voyage was on the bark Montana where he shipped as cabin boy. Starting at the very bottom, he soon became familiar with the various workings of the ship and was advanced to master of the schooner San Diego. During his life on the seas he has had many thrilling experiences and made many voyages. His progress was rapid, and before his retirement he had filled every position from common seaman to master of the ship. He is now a past master in the art of navigation.

Mr. Petersen is one of those men to whom open air and exciting activity is a necessity, and on December 26, 1895, he accepted an offer of a position as officer on the Oakland police force. For the faithful and fearless performance of his duty he was appointed sergeant on January 12, 1898, and finally to Captain of Detectives on October 1, 1907.

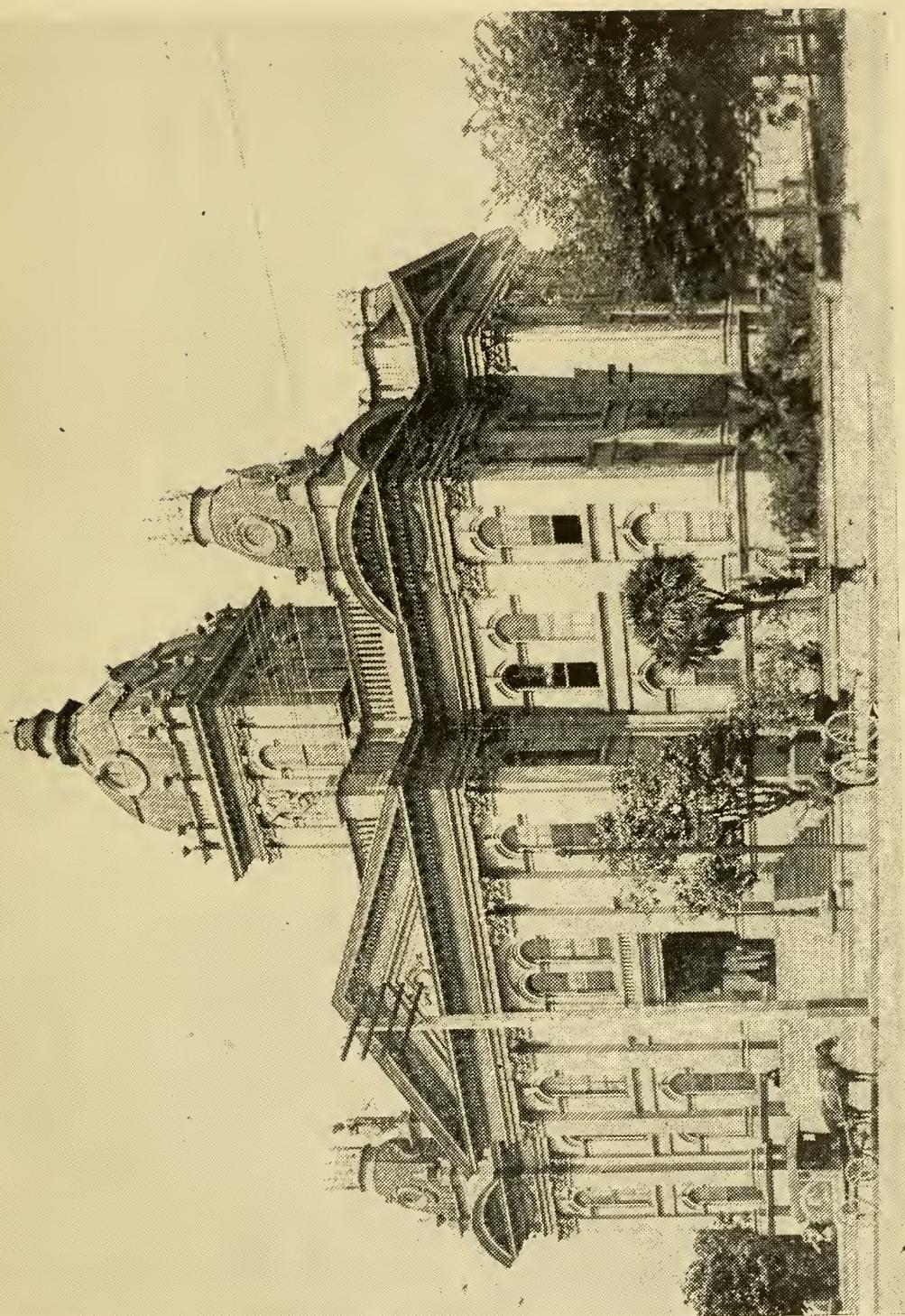
His appointment seemed to please everyone at the time, and the subsequent years have proven that his elevation to the office was as wise and just as it was popular. His service on the force covers a period of fifteen years, and his familiarity with

the workings of all branches of the department has made him a very competent officer.

When Captain Petersen assumed his present duties he took hold of the office with the firm resolution of keeping the detective bureau up to a high standard of efficiency. During his administration some of the most important and intricate criminal cases in the history of the country have come under his supervision. He has been called upon to untangle some very knotty problems, and there are not many instances wherein he has failed to do so. His wide experience among all classes of people has given him an exceptional opportunity to study human nature. He is not often wrong in weighing people's motives, their weaknesses or their worth, and generally has been able to extract the truth from the evidence before him.

Captain Petersen married young in life, his wedding to Miss Florence V. Fisher, of Marysville, California, taking place in Oakland on October 20, 1888. His eldest son, Ulrick K. Petersen, is an electrician with the Oakland Traction Company; his second son, Cedrick W. Petersen, is studying law, and his youngest son, Roderick Paul, is attending school in Oakland.

Mr. Petersen is widely known and well liked throughout the city. He is a Shriner, has taken all the Masonic degrees, Grand Master Workman and a member of the Woodmen of the World.



Court House, Oakland, California

Courtesy of Oakland "Enquirer"



WILLIAM H. DONAHUE
DISTRICT ATTORNEY

Courtesy of Bushnell Photo

William H. Donahue District Attorney, Alameda County, California

If the interviewer had not the bump of continuity strongly developed, the reader would no doubt have been deprived of the pleasure of perusing this little sketch of District Attorney Donahue, because, if we remember correctly, it was not until after the sixth attempt had been made that the aforesaid interviewer was able to storm the outer defenses of the enemy.

Some men are fussily busy and others try to appear busier than it is possible for anyone to be, but we will have to admit that Mr. Donahue is really, honestly and sincerely a busy man. There is probably no other county official who shoulders so many and varied responsibilities as does the District Attorney.

Mr. Donahue is a native son, born in Mission San Jose on February 13, 1870.

He attended the various public schools of Alameda County as a boy and then entered Washington College, graduating in the class of 1891. He followed teaching for a time, part of which period he taught at Hopkins Academy, Oakland, and later was principal of the Pleasanton schools, which position he resigned to take up the practice of law.

Early in life Mr. Donahue decided upon the legal profession as his field of usefulness and took up the study of law under private tuition, Superior Judge Harris and himself pursuing their studies together. In 1900 the well remembered law firm of Harris & Donahue was established and the partnership proved a success in every particular, the two building up a lucrative practice while associated together.

Mr. Donahue was first appointed District Attorney of Alameda County on September 29, 1908, by the Board of Supervisors. His work in the office for the first two years was of such a satisfactory sort that in the election of 1910 no one in the county wanted to run against him. He was nominated by the Democrats as well as the Republicans and elected without opposition, polling over 25,000 votes clear majority.

As District Attorney he has handled a great many important criminal and civil cases with exceptional skill and ability wherein there has been required a profound knowledge of the law. The able manner in which he conducted the widely known Delancy case won for him a State-wide reputation.

The crime with which he connected Delancy was committed while the latter was acting as attorney for Public Administrator Gray. It consisted of the embezzlement of \$10,000 from the Hite Cook Estate, which, together with other irregularities, was unearthed by Mr. Donahue after the discovery of the forgery of the name of Undertaker E. J. Finney to a claim against the estate of the late A. L. Pounstone, a G. A. R. veteran who died in the County Infirmary and whose body was interred in the potter's field. There were eight indictments against Delancy for alleged crimes committed as attorney for the Public Administrator.

This case was fought in the courts for weeks, and Donahue, after a skillful examination of all witnesses, bringing out the most damaging evidence, finished the case with a masterly address to the jury, which, though convincing to the last degree, was free from malice or vindictiveness, and he secured a conviction for the people.

In meeting Mr. Donahue one is first impressed by his alertness, his direct and aggressive methods of getting right down to the facts of a case and, what is more unusual, the genuine and hearty good humor with which he transacts his business. His actions bespeak the man who is "glad to be alive" and ready and even eager for all the work that it is incumbent upon him to do.

He has gathered about him an able and energetic corps of assistants, and the business of the department is transacted in perfect harmony, without friction or confusion.

The able manner in which Mr. Donahue conducted the recent Dalton bribery case is known by everyone in this part of the country. Judge Brown established a precedent in Alameda County by commanding the District Attorney from the bench, as well as Assistant District Attorney Hynes and the members of the Grand Jury. Judge Brown said, "I understand that officials should do their duty without commendation, yet as a public official I would feel remiss in my duty if I let pass unnoticed the splendid work accomplished in the Dalton case. The people of the county are to be congratulated upon having men in office like District Attorney Donahue, and Mr. Donahue is to be congratulated in having an assistant like Mr. Hynes."

There is no office in the county upon which rests a greater responsibility and which calls for greater legal and executive ability than that of the District Attorney. The record of Mr. Donahue's administration may well stand as a new standard of efficiency for all future district attorneys to follow.

Mr. Donahue's marriage to Miss Anna Green, daughter of Ex-Supervisor John Green of Alameda County, took place in San Francisco on February 15, 1896.

Hon. Everett J. Brown

Judge of the Superior Court



VERETT J. BROWN, Judge of the Superior Court of Alameda County, enjoys the distinction of being the youngest judge on the bench, and, what is more to the point, his administration of the law has been of a character



that has won for him a high place as a jurist and as a man among his colleagues and the public at large.

He attended the grammar schools of Oakland as a boy and graduated from the high school in 1894. He completed his education at the University of California where he made an excellent record, graduating with the degree of Ph. B. in 1898, at the age of twenty-one.

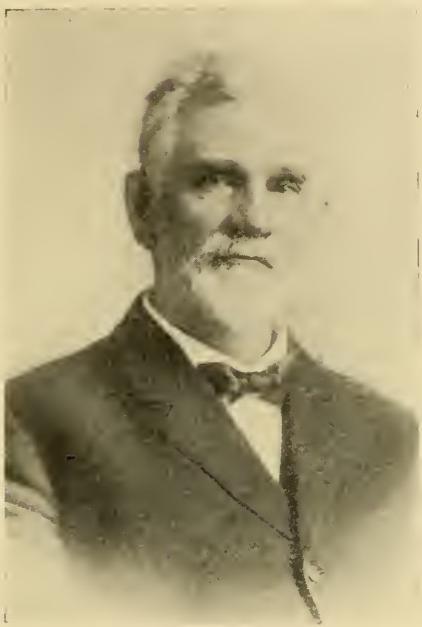
There was no hesitation or argument with himself in the choosing of a profession. He had made up his mind to become a

lawyer before his graduation, and promptly enrolled himself as a student in the Hastings College of Law, affiliated with the University of California. He supplemented his studies at college by practical experience in the offices of Hon. Victor H. Metcalf, where he remained until the latter's appointment to Ex-President Roosevelt's cabinet. He was unusually well equipped for his future career.

Admitted to the bar in 1901, he immediately began practice in Oakland and skillfully conducted several important cases. Having attracted considerable attention as a rising young attorney, he received the appointment as Deputy District Attorney of Alameda County in 1903. After serving out his appointment as deputy, where his record had secured for him the nomination on the Republican ticket for District Attorney, he was elected to that office by a good majority. About two years of his term had expired when he was elected to the Superior bench of Alameda County, which office he now occupies.

Judge Brown is an alert, active and vigorous young man who is never willing to compromise in a matter involving a principle, but withal he is courteous and sympathetic in his relations with his associates, and the public, and outside of court conducts himself like the cheerful, unselfish and altogether likeable young man that he is. He seems to have learned by precept and example what most men have to learn by experience, and that is probably one of the reasons why he finds himself in his present high office at the age of thirty-three.

Judge Brown's marriage to Miss Winifred L. Osborne took place in Oakland in 1905, and he is the father of one little girl. His mother, Matilda Brown, has been known for many years for her various charitable and philanthropic enterprises in Oakland.



Hon. John Ellsworth Judge of the Superior Court



UPERIOR JUDGE JOHN ELLSWORTH may well be termed the dean of the legal fraternity of Alameda County. His residence in this county covers a period of nearly forty-five years, and he has been prominent as a lawyer and jurist for a quarter of a century. He has established a record that few public men can equal, not only for continued public service, but for the able and faithful manner in which he has performed the duties entrusted to him.

Judge Ellsworth was born in East Windsor, Connecticut, on January 7, 1842. His father before him, A. M. Ellsworth, who died when the Judge was about four years old, was a native of the same town. Judge Ellsworth worked on a farm as a boy attending the public schools when he could and living the same rugged life, full of hard work, but accompanied by the healthful influences that have been the environment of so many of America's successful men.

When the Judge was little more than a

boy the country was stricken by the memorable Civil War and he showed his patriotism by enlisting in the Twenty-fifth Connecticut Regiment. He was in service in Louisiana under General Banks and was present at the surrender of Fort Hudson, after a siege of six weeks.

After an honorable discharge from the army, Judge Ellsworth took up his studies at Phillips Academy, at Andover, Massachusetts. With the view of a legal career in mind, he entered Williams College, eliminating the first three years' course and taking the final course, which permitted him to take up the studies which would aid him in his future work.

He took up the study of law at Hartford, Connecticut, and was admitted to the bar in that city in October, 1867. With the pioneer spirit strongly developed and believing that a new country offered better opportunities for a young man, he decided to cast his fortunes with the West, and left Hartford in November, 1867, for California.

He began his practice of law in Alameda County soon after his arrival and has resided here ever since. He gradually built up a good private practice. He became City Attorney of Alameda in 1876 and was continually returned to that office after his election, serving in all ten years. He was then elected to the Assembly and acted as Assemblyman for two years.

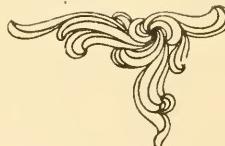
In 1889 he accepted the nomination for Superior Judge of Alameda County and was elected. He has been re-elected time

and again; the public is so well satisfied with Judge Ellsworth that it has not been willing to let him retire. For twenty-one years he has interpreted the law for Alameda County, and he has found a firm place in the hearts of the people. He has come to be looked upon as a permanent fixture, even as the old Court House itself.

The Judge believes in severe sentences for hardened criminals. He said in an interview: "These old-time offenders ought to be behind prison bars and should get severe sentences, as they are a menace to society and have no regard for life or property. I am not inclined to make any set rules, however, but endeavor to try each particular case on its own merits, with due consideration for surrounding circumstances. I think the mild and probationary methods of the Juvenile Court exert an excellent influence on the young offender, and prevent many from becoming habitual criminals. This movement deserves encouragement."

Judge Ellsworth married Ada L. Hobles of English family, in Alameda, April 17, 1891, and suffered a severe loss in her death which occurred April 15, 1906. He has no children.

We congratulate the Judge on his splendid record. Although nearly seventy years of age and an active brain worker for years, he thinks as clearly as he ever did in his life and seems to have an undiminished capacity for work. It is hoped that Alameda County will not be deprived of his services for many years to come.





HON. THOMAS WILLIAM HARRIS
JUDGE SUPERIOR COURT

Hon. Thomas William Harris Judge Superior Court



N important member of the judiciary of the city who has become widely known as a well-read lawyer of unusual attainments, and a man of exceptional virility and force, who has shown marked fidelity to public trusts as a jurist, is Thomas William Harris, Judge of the Superior Court of Alameda County.

Judge Harris is a native of Minnesota, born in the town of Chatfield, on the 1st day of October, 1859. His father, William Harris, whose health had been impaired by the severe winters of that region, and believing also that the family's fortunes would

be enhanced in the new Western country, decided to make his future home in the land of sunshine and opportunity. The family arrived in California in 1867, before the completion of the trans-continental railroad, the judge being at that time eight years of age.

Because his father was frequently in poor health, and he was the eldest in the family as well as the only son, Judge Harris early began assuming responsibilities and helping his parents and sisters. His early education was gleaned from numerous county schools in the different towns where the family resided, and he completed the grammar school course in Pleasanton, California. He added

to that a thorough course in bookkeeping, which he studied evenings. After leaving school he assisted his parents in various ways for a couple of years, and then became his father's partner in the livery stable business in Pleasanton. As a young man, he kept a sharp lookout for opportunities, and when he could better his position he did so. His fortunes continued to improve, not by leaps and bounds, but normally and steadily until he and his father sold their livery stable and bought a warehouse business. In this his success was so marked that he was offered the position of manager of the Chadbourne Warehouse Company, in Pleasanton, California, and for his ability and integrity was retained in this capacity for a period of eight years.

He had been a Notary Public for some years, and, on giving up his position with the warehouse company, he took up the study of law with Mr. W. H. Donahue, the present District Attorney of Alameda County. After having been admitted to the bar in 1897, he began the active practice of law in Pleasanton, California.

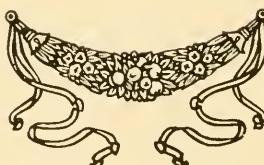
In 1899 he accepted an appointment as Deputy in the District Attorney's office. In this capacity the manner in which he conducted the cases under his supervision added materially to his reputation as a lawyer, and he showed exceptional ability in his analysis and power of conviction in argument. His record in this office and his stand-

ing in the community in his profession led to his appointment to the Superior Bench in 1905, by Governor Pardee.

Judge Harris bears an excellent reputation for clean and unbiased decisions during his term on the bench. He is never hasty in his rulings or decisions, but studies well the conditions before him with due consideration for both sides in the controversy, and his conservative manner of administering justice with strict regard for the law has given him the confidence of the public.

Judge Harris married Miss Leta Neal, of Pleasanton, California, on October 21st, 1883, whose death occurred in Oakland in 1903. His second marriage took place in this city on February 11th, 1909, to Mary E. Slipp. The Judge has two sons by his first wife. The elder son, Neal Harris, is a graduate of the University of California, and the younger son, Myron, attending the same institution, having inherited his father's splendid physique, is a famous athlete. He recently made a trip to Australia with the All-American Football Team.

Personally, the Judge is a fine specimen of manhood, well over six feet in height. He talks easily and quietly, is very conservative in his statements, thinking well before he speaks, and impresses one as a man with plenty of reserve power. His career has not been meteoric, but his progress has been forceful, steady and permanent, and he is not the kind of a man to go back.



Hon. Frank B. Ogden

Judge Superior Court



MONG other things Judge Frank B. Ogden is notable because he enjoys the distinction of having served a longer continuous term as Judge of the Superior Court than any other man on the bench, except Judge Ellsworth,



and that is saying a good deal, as the latter has been Superior Judge for twenty-one years. Judge Ogden is a close second, however, with eighteen years to his credit, and fully deserves the continued confidence and respect the community has given him.

He has made an excellent official at every stage of his career, and has so completely disarmed opposition that his re-election to office is generally conceded.

Judge Ogden is a native of New Jersey, born in the city of Newark on April 26, 1858. His parents came to California in 1870, when the Judge was a lad of twelve,

and he has lived here practically all his life.

After attending the public schools, he decided to follow the legal profession as his field of usefulness and studied law in San Francisco, being admitted to the bar in 1882. After practicing two years, his work in the various courts showed him to be a skilful young attorney, possessed of a pretty thorough knowledge of the law. That he was attracting public attention is evidenced by the fact that in 1886, at the age of twenty-eight, he was elected to the bench in the Justice Court, where he served six years.

In February, 1892, because of his clean record, his efficiency, and the general public satisfaction with which his administration of justice had been received, he was appointed by Governor Markham to the Superior Court of Alameda County.

New Office Was Created.

There is little to say concerning Judge Ogden's career on the bench that the public does not already know. His public work is like an open book, and his interpretation of the law, his understanding of equity in complicated cases and his correct rulings, free from prejudice or favor, have made him an ideal judge. The people of Alameda County appreciate this kind of an administration; that is the reason they have insisted upon keeping him on the bench for nearly a quarter of a century.

Judge Ogden is a man of retiring and modest nature, who assumes very little, but who wins the admiration and loyalty of his friends by the strength and dignity of his character and the disinterestedness of his motives. He is pre-eminently a man of judicial temperament, careful, conscientious and of open mind.

Judge Ogden has four children, Marguerite, Clarence, Rosalie and Frank; the first a graduate of the University of California, the second two children now attending the university, and the youngest in the Oakland High School.



HON. WILLIAM HARRISON WASTE
JUDGE SUPERIOR COURT

Courtesy of Bushnell Photo

Hon. William Harrison Waste Judge Superior Court



ONE of the members of the Superior Court Judiciary whose career provides a story of more than passing interest is Judge William H. Waste. His broad experience in several walks of life has given him an exceptional equipment for his judicial duties.

Judge Waste is a native son, born in Chico, California, on October 31, 1868. He began his education in the schools of Butte County, later attended the Los Angeles High School, and finally entered the University of California, graduating in

1891, and in 1894 from the Hastings College of the Law.

His father, Mr. J. J. Waste, was one of the early pioneers of California, settling in the northern part of the State in 1851. The elder Waste carried on a mercantile business in the early days and became a prominent citizen and an active man in public affairs before his death. He was for a time member of the Board of Supervisors in Butte County.

Judge Waste was left an orphan at an early age, and was cared for and brought up by an uncle and aunt. The Judge can

scarcely remember the time when he did not want to be a lawyer.

Judge Waste was a versatile young man, and when, after graduating from the university, he found it necessary to earn some money before he could fulfil his ambition to be a lawyer, he found work as a reporter for the newspapers in San Francisco and Oakland, and from these earnings he was enabled to pay for his own legal education.

With two other graduates from Berkeley, he went to work on the San Francisco "Examiner" under Mr. T. T. Williams, who is the present manager for Hearst's New York papers. His friends soon tired of the work and quit, but the Judge's usual tenacity of purpose was made apparent to his employers, because he stuck to his work, and made good. He was soon offered a better position with the Oakland "Tribune" by Mr. A. M. Lawrence, now managing editor for the Chicago "American," which he accepted. During his career as a journalist, he became known for his fluent style as a writer and his faculty of keeping in close touch with public issues and events. He considers his experience as an interviewer and reporter a valuable asset in his subsequent career as a lawyer and judge.

After his admittance to the bar, Judge Waste took up the practice of law in Oakland, and it was not long before his legal business

eliminated the necessity of doing newspaper work.

In 1902 he was nominated and elected on the Republican ticket for member of the Assembly. His excellent work as Assemblyman was due to his broad views and special knowledge of the issues before that body. As an endorsement of his efforts and accomplishments in the Assembly he was re-elected for a second term.

His appointment to the Superior Bench in April, 1905, by Governor Pardee was a wise one and met with popular approval, and this feeling of public satisfaction is increasing as time passes.

Judge Waste possesses strong personal magnetism and is an excellent judge of human nature. He is a shrewd questioner and has a great faculty of extracting information from those who have no intention of giving it. These qualities have largely contributed to his success as a lawyer and have been instrumental in making him one of the best judges on the bench.

He has broad sympathies, has time to think of "the other fellow" and in his manner and disposition is cordial and companionable. He is a Shriner, Knight Templar and a member of the Native Sons and the Athenian Club.

He married Miss Mary Ewing, of Oakland, September 16, 1896, and has a daughter and a son. He thoroughly enjoys outdoor life, and when able to lay aside his official duties, finds pleasant diversion in a boating or hunting trip with his boy.



Hon. William S. Wells

Judge Superior Court



JUDGE WILLIAM S. WELLS, who is at present presiding in Department 4 of the Superior Court of Alameda County, enjoys the distinction of being the first Superior Judge in the county to receive the Republican nomination for that office direct from the people, when on August 16th, 1910, he received a handsome majority at the direct primary election.

Superior Judge William S. Wells was born on June 24, 1861, in Fairfield, Solano County, California. He comes from old New England stock, and has inherited the qualities that generally lead to success.

His father, William S. Wells, was a native of the State of Maine, coming to California in January, 1850, and was one of the sturdy pioneers who helped to make California what it is. The elder Wells settled in Solano County, and successfully practiced law there and later in San Francisco. He was a resident of Oakland at the time of his death which occurred on Christmas Day, December 25, 1878.

Although deprived of a father's advice and guidance at a period in his life when they were most needed, the force of his good example and sterling qualities were not lost on the son, as his subsequent career has so clearly shown.

Judge Wells enjoys an excellent and finished education. He received his rudimentary instruction in the public schools. He then entered St. Augustine College, at Benicia, and finally rounded out his education at the University of California. Making the most of his opportunities and his natural abilities, he has become a leading exponent of his profession and an esteemed citizen of the municipality.

The Judge, after his admittance to the bar in 1884, began his practice in Contra Costa County, California. He had inherited a natural aptitude for the law and his success in

his profession was almost immediate. He received the appointment of Assistant District Attorney of Contra Costa County in 1886, serving in that capacity for four years. His record in that office led to his appointment as Judge of the Superior Court in that county on January 26, 1899, in place of Joseph P. Jones, deceased. He was afterward elected to fill the unexpired term and again for the full term which expired in January, 1909. Judge Wells was appointed to the Superior Court of Alameda County upon the passage of the law, on April 8, 1909, creating an additional judge in Alameda County, and since his installation as judge he has won the approval and respect of the community for his fair disposition and just rulings. As a judge of the probate department of the Superior Court, where many complicated and intricate points of law are coming before him, he has shown a thorough knowledge of the law and a sound judgment which only long experience and careful study of his profession can produce.

Judge Wells might aptly be termed "William the Silent," he is so quiet and unassuming. Without any unnecessary waste of words he gets to the point of a proposition and has done with it. There is little friction in his court because His Honor's brain is in perfect working order and he knows the law.

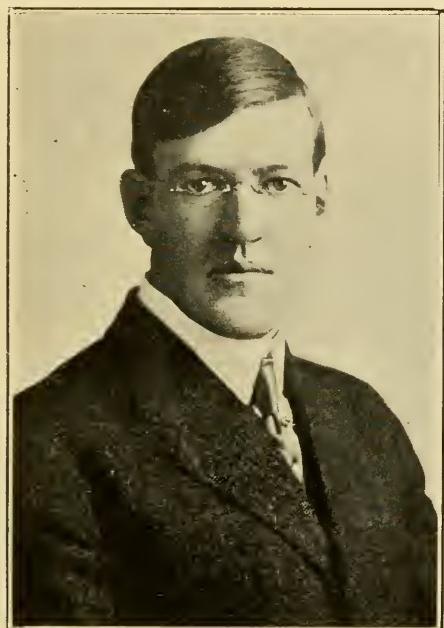
His home life is ideal. His marriage to Miss Ella O'Neil, which occurred in Oakland on November 4, 1885, has been entirely a success. He has two children, one son, William S. Wells, Jr., a young man of twenty-three, who is a graduate of the University of California and now studying law, and one daughter, Ella M. Wells, sixteen years of age, who is a student at the Oakland high school.

Judge Wells stands high in fraternal circles, being Past Grand Master of the Masonic fraternity, member of the Native Sons, Woodmen of the World and several clubs.

Hon. William R. Geary

Justice of the Peace, Brooklyn Township

WILLIAM R. GEARY, the young Justice of Brooklyn Township, has arrived at the present successful point in his career because he has appreciated the value of hard conscientious work as the surest road to fortune.



He was born in Oakland on September 25, 1876, and has lived here all his life, and naturally takes great pride in its rapid growth and development. He received his education in the public schools of the city, but had to leave school at the early age of fourteen to make

his own way in the world. He worked for George Smith, the druggist on Twelfth Street, for a time, and then for V. R. Cragin in the truck business and later was with a firm engaged in a similar business in Sacramento for nearly three years.

He studied law in the offices of the late John E. McElroy for about three years and in conjunction with this received special tuition from John Goss, instructor of law.

In 1898 he became associated with the Hogan Lumber Company of this city, where he remained until his election to his present office. The Republican candidates had been defeated many times in this district, and the Judge clearly demonstrated his popularity in his first election. That the public has appreciated his administration of the law is shown when it is stated that he has been re-elected for three successive terms, the last time, before the direct primary law, receiving the nominations of practically all the parties, Democratic, Republican and Union Labor. He is active in politics and a hard and consistent worker for good government.

On April 28, 1896, Judge Geary married Miss Adelaide S. Derby, a daughter of one of the pioneer tanners of Alameda County. They have four children, Edwin W., aged twelve; Henry T., ten; Mildred E., eight, and George A., three. Mildred is attending the Lake Convent and the two boys are attending school at St. Anthony's Parish. The Judge's father, Maurice Geary, was a Civil War veteran and a popular old-time resident of Oakland.

Judge Geary is a member of the Eagles, Woodmen of the World, 101; Knights of Columbus, 784, and several clubs.



HON. THOS. J. POWER
JUSTICE OF THE PEACE
WASHINGTON TOWNSHIP

Hon. Thomas J. Power Justice of the Peace, Washington Township



JUDGE THOMAS J. POWER, who has served two terms in the Justice Court in Washington Township, has been a factor in civic improvements and growth of the town and district in which he lives, and there is every indication that he will be heard from in the future political history of the county.

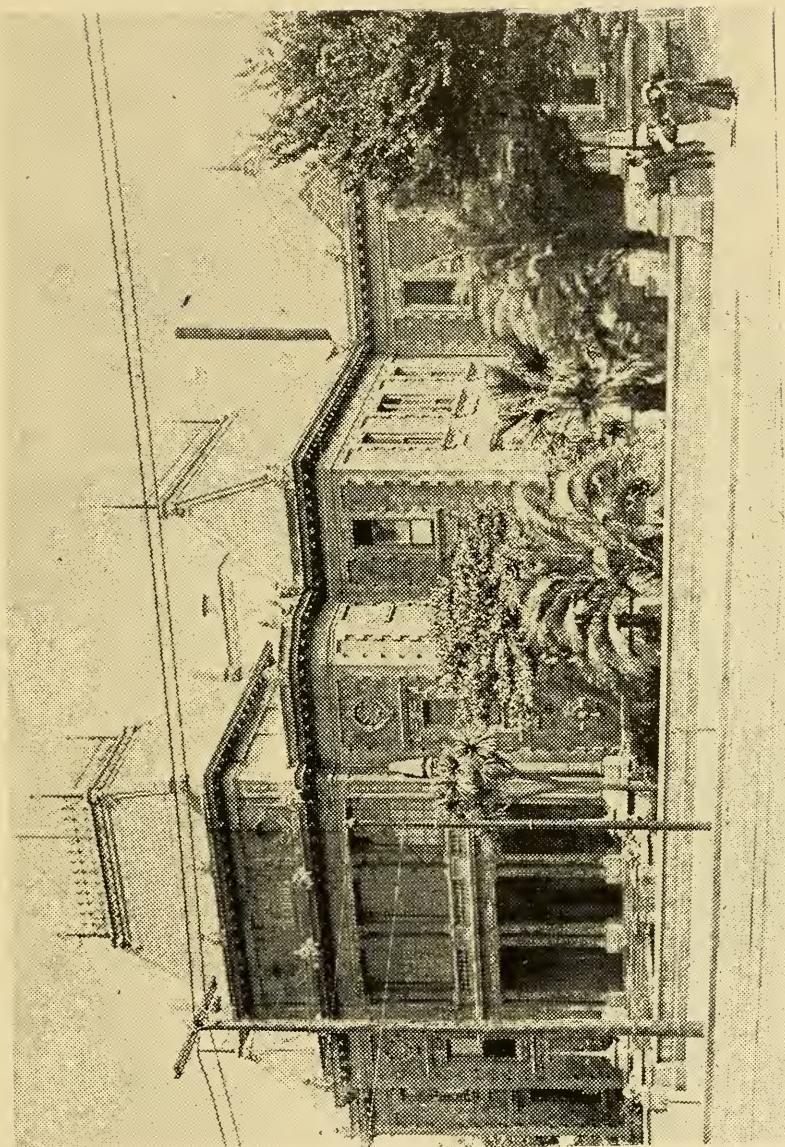
Judge Power is a product of California, born in Santa Clara County on December 1, 1869. He attended the public schools of Alameda County as a boy and later attended Washington College. After completing his education he went farming in this county. He studied law at home, and by close application and unusual tenacity of purpose, coupled with a natural adaptability for the legal profession, was enabled to pass a creditable examination in April, 1897, when he was admitted to the bar.

In 1903 he was elected on the Democratic ticket as Justice for Washington Township,

and was re-elected for a second term. He is president of the Irvington Chamber of Commerce and takes an active interest in all public improvements in his district. He is now engaged in the practice of law in Irvington and has built up a lucrative legal business.

Judge Power's marriage to Miss Margaret Cushing occurred in Mission San Jose on November 10, 1897. They have one son, Thomas W., aged six years. The Judge's father, John Power, was one of the early pioneers of California, coming to the Coast by way of the Isthmus, and was one of the well-known mining men of his time. The elder Power died at Warm Springs in 1894. The Judge's brother, M. E. Power, was District Attorney of Tulare County and is now a member of the law firm of Power & McFadzean.

Judge Power is a member of the Woodmen of the World, United Artisans and U. P. C. In politics the Judge says he is a Democrat—and proud of it.



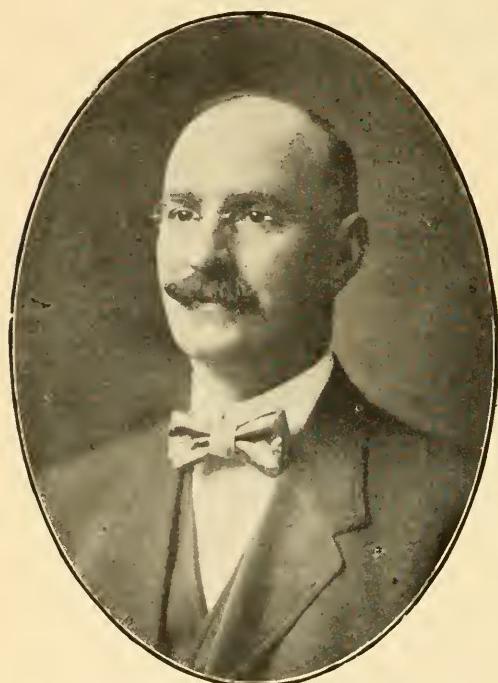
Hall of Records, Oakland, California

Courtesy of Oakland Tribune

M. J. Kelly

County Treasurer

NO more sterling and honored citizen can be found in Alameda County than County Treasurer M. J. Kelly. Everyone who has come in contact with him, either in a business way or socially, has the warmest praise for him, and of no man can it more



truthfully be said that his word is as good as his bond.

As a private citizen he is noted for his kindly disposition and his desire to help whenever and wherever he can. A bachelor himself, with a strong friendship for boys, he has informally adopted any number of them, and they have largely been those that perhaps a good many would not consider desirable. They have been young men that have lacked many of the advantages of birth, education and favorable environment, but the more they lacked

the more Mr. Kelly felt they needed a guiding hand—a little help at the right time.

Mr. Kelly is a native of West Virginia, born in Benwood on April 27, 1864. Coming to California as a boy he began life as a nail maker's apprentice and soon mastered the details of the trade. In 1894 he was tendered a position in the United States Mint in San Francisco. He was thirteen years in the mint and rose step by step to the position of humid assayer, which he held up to the time of his appointment as Treasurer. It was during these years that he established an enviable record for honesty, reliability and efficiency, and the Mint officials could not say too much in his favor at the time of his resignation to take up his broader work.

In March, 1906, he was appointed by the Board of Supervisors to the office of County Treasurer to fill the unexpired term of A. W. Feidler, whose death occurred about that time, and has since filled that office with characteristic efficiency. The first thing he did upon taking office was to institute certain needed reforms and correct the loose methods prevailing in the past. Although not required by law to do so, he regularly accounts to the Supervisors and Auditor for the trust funds in his charge, thus rendering impossible breaches of trust or perversion of such funds. This is one of the many innovations that Mr. Kelly has inaugurated and the office is now conducted along the most approved and businesslike methods. Any person at any time is welcome to inspect the books, and there is yet to be made one complaint that anyone entering the office is not treated with utmost courtesy by both Mr. Kelly and those that make up the personnel of his staff.

During the last primary election, Mr. Kelly's excellent work resulted in his receiving the Republican, Democratic and Union Labor nominations for his present office—something quite unusual—and his re-election last November was, of course, a foregone conclusion.



E. F. GARRISON
COUNTY AUDITOR

Courtesy of Dorsaz Photo

E. F. Garrison County Auditor

MR. E. F. GARRISON, who was nominated and elected County Auditor in the fall of 1910, fully deserves the success that has come to him. While a comparatively young man, being still in his thirties, he has had plenty of business experience, is progressive, energetic and a young man of sterling principles.

Mr. Garrison's father came to California in 1871 and first settled in Sacramento. He was connected with the Southern Pacific Com-

pany as engineer for over thirty-two years. His death occurred in Oakland in 1904.

Mr. Garrison is a native son, born in Sacramento on September 7, 1873. The family took up its residence in Oakland when he was a child of five and he has lived here ever since, a matter of thirty-two years. After going through the public schools here he finished his education at St. Mary's College. He has always had to make his own way in the world, his first position being with the California Door Company, where he started at

the very bottom. Being ambitious and attentive to his work, he soon mastered the details of the business and rose, step by step, first to timekeeper, before he was out of his teens, and finally to estimator. It was in this position that he laid the foundation of his present expert knowledge in accounting.

In November, 1900, he received the appointment of Deputy City Assessor and Auditor under Mr. A. H. Breed, where he did efficient work for ten years, up until the time of his election to his present office.

Mr. Garrison has always been a stanch worker for the success of his party, with a strong friendly feeling for the wage-earner. Since his installation as County Auditor he has thoroughly systematized the work of his office. Each man has his work mapped out for him and does it with promptness and dispatch, and the public appreciates the fact that citizens do not have to wait around a day or two for information on matters related to this department. Mr. Garrison says that he is ambitious to have his office the best conducted Auditor's office in the State, and we believe he has already realized his ambition. He has selected a staff of assistants whose past business experience has especially fitted them for their present duties, and they are so courteous

that it is a pleasure to do business with the office.

Something like 50,000 warrants for salaries and other expenditures go through Mr. Garrison's hands during the year and no funds are paid out without his signature. The great responsibilities of his position are easily apparent, and taxpayers may rest assured that Mr. Garrison will thoroughly scrutinize all warrants for the expenditure of public funds before affixing his signature and O. K.

Mr. Garrison is an active fraternal man, being a member of the Maccabees, Oakland Tent No. 17, also State Auditor of Pacific jurisdiction of the same order; member of Elks, Oakland Lodge No. 171; Native Sons, Athens Parlor No. 195; has been financial secretary of N. S. G. W. for the past nine years, chairman State Board of Relief and treasurer of Native Sons Hall Association. He is a member of the Y. M. C. A., U. P. E. C., No. 13, and financial secretary of the National Union, Live Oak Council No. 1102.

In addition to his other likeable qualities, Mr. Garrison is congenial, sympathetic and friendly in his attitude toward the world and has made many firm friends. It would indeed be difficult for the citizens of the county to improve on its present County Auditor.





CHAS. FREDERICK HORNER
COUNTY ASSESSOR

Courtesy of Bushnell Photo

Hon. Charles Frederick Horner County Assessor



OUNTY ASSESSOR CHARLES F. HORNER deserves the approbation and good will that he has always received from the commonwealth of Alameda County. His tireless efforts and conscientious work in behalf of progress and general public improvement, particularly in regard to the betterment of the roads and public highways, have brought his name prominently to the fore. Improvements along these lines have had his particular attention as a member

of the Board of Supervisors, and it is largely through his influence that the public enjoys its excellent system of roads.

Mr. Horner is a native son, born in Irvington, Alameda County, in November, 1859. He received his early education in the public schools of the county and rounded out his learning at Washington College. Early in his career he became interested in the business of refining sugar, and Mr. Horner has expert knowledge of this business from study and practical experience in its every branch and depart-

ment. He was manager for a good many years of one of the largest sugar plantations in the Hawaiian Islands, located at La Haina Plada. Starting in with a very modest position at this plantation, he exhibited such business acumen and earned such a reputation for integrity and responsibility that he soon won the confidence of the capitalists who had invested in the enterprise and was steadily advanced until he was given full supervision of this big property.

While in the Hawaiian Islands he was elected member of the Legislature under the reform movement, serving during the years 1887 and 1888.

Mr. Horner was elected member of the Board of Supervisors of Alameda County in 1900, and so fully and ably did he represent the will of the people that he was not allowed to retire since that time, having served on the board for eleven years. Aside from his work for good roads, he was a strong advocate for better bridges and succeeded, among other things, in obtaining for the county the modern steel bridge in Niles Canyon, completed about a year ago.

Mr. Horner enjoyed his work on the Board, which was shown by his regular and prompt attention to public business and the energy with which he attacked his work. As the presiding member of the

Board he always showed courtesy and fairness to petitioners, his fellow Board members and the public at large.

In August, 1911, after the conviction of Henry P. Dalton, County Assessor, the Board of Supervisors appointed Mr. Horner to succeed him. The appointment was a popular one, and everyone conceded that he was the right man for this responsible office. Mr. Horner will no doubt make an excellent County Assessor.

During his long residence in the county he has become well known socially as well as politically. His father before him, the late John M. Horner, was one of the well-known figures in the pioneer days of California. He came to this Coast around the Horn in '49, and was an active man, prominently identified with the development of San Francisco in the early days. He laid out the first addition to the city of San Francisco, known as Horner's Addition, and also owned or controlled about 213,000 acres of land in the State.

The present County Assessor is one of the best known fraternal men in the county. He takes an active interest in the various fraternal organizations and is himself a Mason, Knight Templar, member of the Elks, Odd Fellows, Woodmen of the World, U. P. E. C., Knights of Pythias, Druids, and the Nile Club of Oakland.





JAMES B. BARBER
COUNTY TAX COLLECTOR

James Burton Barber County Tax Collector



STERLING man in the government of Alameda County, whose public service covers a period of nearly twenty-five years, is County Tax Collector James B. Barber.

Mr. Barber's parents were married in the state of Iowa. His father, A. S. Barber, was one of those virile characters who have so deservedly been called the "conquerors of the West." He believed in the opportunities and future of California, and in 1849, long before there was any transcontinental railroad, began the dangerous journey across the plains with a pair of oxen as motive power. The family settled

in Alameda County, where the elder Barber established a profitable grocery business. He was one of the first postmasters of Alameda. His death occurred in 1896, at the ripe old age of eighty.

The present Tax Collector was born in Marysville, California, on November 9, 1850, and attended the schools of Alameda as a boy. After leaving school he went into his father's store and later went to Nevada as a telegraph operator, being engaged in this work for two years. Returning to Alameda he started a wood and coal business which he profitably conducted for six years.

His first work of a public nature was as

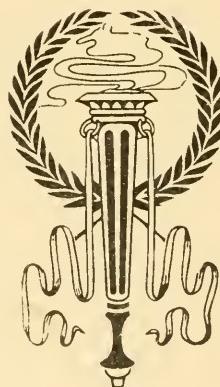
deputy in the Tax Collector and Assessor's office. It was his excellent record in this position that led to his nomination, in 1889, on the Republican ticket for County Tax Collector and he was elected by a handsome majority, serving until 1891. Subsequent to this and immediately following he became City Treasurer of Alameda, retaining the office from 1891 till 1895. He was elected to his present office in 1895, and the public has kept him there ever since, a matter of fifteen years.

Since he assumed the office Mr. Barber has introduced many progressive ideas in the transaction of the business of the department. He has practically reorganized the method of taking care of the work. He has really instituted his own system, making proper adjustments, the tensions lightened here and there, until now the office runs like an eight-day clock. An instance of Mr. Barber's progressive ideas can be shown in the matter of introducing the adding machine in his office. At the present time no concern transacting a business of any magnitude where there is a large amount of figuring to be done would think

of being without an adding machine, any more than a typewriter, but it remained for Mr. Barber to install the first Burroughs adding machine used in the county in any business, and, what is more, he paid for it out of his own pocket. This shows an initiative and unselfishness that is not usually found in a public official. Mr. Barber has always tried to do more than he is merely paid for.

He counts among his close friends many of the first citizens of Alameda County. He is a member of the Native Sons, the Knights of Pythias, and Past Master of Oak Grove Lodge No. 215 of the Masonic order.

Mr. Barber's marriage to Miss Anna M. Cook took place in Alameda on Christmas day, December 25, 1878. He suffered a severe and irreparable loss in the death of his son, William B. Barber, of typhoid fever. His son's death occurred in his twenty-fifth year, just as he was beginning to come into the powers of early manhood. He had graduated from the Leland Stanford University with high honors and had a most promising future.





HON. JAMES G. QUINN
JUSTICE OF THE PEACE OF OAKLAND TOWNSHIP
Courtesy of Dorsaz Photo

Hon. James G. Quinn Justice of the Peace of Oakland Township



ONE of the most popular young Judges on the bench in Alameda County is James G. Quinn, who, by virtue of the busy district in which he administers the law, probably tries more cases than any other two Justice Courts in the county.

Judge Quinn is a native of the Bay State, born in Melrose, Massachusetts, on August 24, 1873. He came to Oakland as a babe, and in boyhood attended the public schools in this city. After graduating from the High School, he entered the University of California, graduating from the Law Department,

of Hastings College of the Law, in 1896, when he was admitted to the bar.

He practiced law in Oakland for a time and soon demonstrated his ability in argument and analysis in several important cases. In November, 1898, when little more than 25 years of age, he received the Republican nomination for Justice of the Peace of Oakland Township and was elected by a handsome majority. Since that time his record has really been remarkable, as he has been continuously re-elected for nearly fourteen years; he has practically had no opposition at any time, having received the nominations and endorsements of all the parties at every elec-

tion. The reasons for the Judge's broad popularity are easily apparent. His thorough legal education and experience have given him an excellent equipment for his judicial duties in deciding intricate points of law; prejudice or favoritism have never influenced his decisions and everyone knows him as a fair judge. Outside of court his pleasing personality, good fellowship and likeable qualities have made him many friends of the permanent sort.

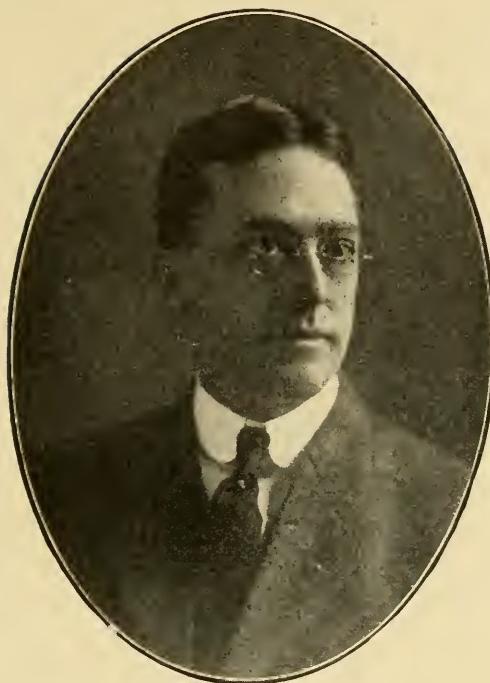
He has always taken an active part in politics, and has helped organize a number of political clubs. The James G. Quinn Republican Club, which his friends organized about five years ago, is known as one of the strongest

political organizations on the West Side.

Judge Quinn is a strong fraternal man, being a member of most all of the more important fraternal orders, and takes great interest in all athletics and outdoor sports.

Judge Quinn's marriage to Miss Glenora Belle Harris, a very estimable and accomplished lady, occurred in Oakland on February 16, 1901. They have two little sons, James G. Quinn, Jr., three years, and William H. Quinn, 8 months. The family occupy an up-to-date and artistic little home on the northwest corner of Adeline and Thirtieth Streets, where their many friends always find a royal welcome.





J. P. COOK
COUNTY CLERK

Courtesy of Dorsaz Photo

John Peter Cook County Clerk



COUNTY CLERK JOHN P. COOK has well earned the approval of the voters of Alameda County for the efficiency he has shown in the management of that office. No man has assumed the duties of County Clerk with a better knowledge of the details of the department or a better general equipment than Mr. Cook.

In 1896 he accepted a position as Deputy Clerk under F. C. Jordan, and after two years' service in this capacity was rewarded for the exceptional class of work he performed during that time by promo-

tion to Chief Deputy, which position he held until 1902.

In 1902 he accepted the nomination on the Republican ticket for County Clerk and was elected by a handsome majority. The best evidence that his administration has been in every way satisfactory to the public is the fact that the voters have kept him in the office now for nearly ten years.

Mr. Cook has kept entirely free from private business enterprises during his tenure of office, and has been able to devote his whole attention and time to the management of the affairs of his department.

Since his election he has made several important changes in the method and system of conducting the business of the office and has been able to materially reduce its running expense. Perhaps there is no other office in the county involving a greater amount of detail than that of the County Clerk, and anything short of a perfect organization and system would throw the department in confusion in a very short time. Mr. Cook has instituted such a system and requires his office force to adhere strictly to it. Consequently the business runs along in perfect order, without friction. He is progressive in his ideas and among other innovations has introduced new steel files and other fixtures for documents and records to replace the old wooden ones, thereby providing additional surety against damage by fire or other accident.

Mr. Cook is a native son, born in San Francisco on November 30, 1869. He received a good practical education in the Oakland public schools and is a graduate

of the Oakland high school. Later he attended the University of California. His first salaried position was with the Whittier-Fuller Paint Company as clerk and collector, which he resigned to go into the County Clerk's office as deputy.

His marriage to Miss Sadie Briggs, a native Californian and daughter of J. R. Briggs, of Woodland, Cal., occurred in that city on June 15, 1897. They have three children: Virginia, aged thirteen; Mildred, twelve, and Carol, eight.

Mr. Cook's father, Peter Cook, was one of the early pioneers of California, coming to the Coast by way of the Isthmus in 1860. The elder Cook was engaged in the printing business in San Francisco, being a member of the firm of Kane & Cook. He has been retired from business for the past ten years.

Personally County Clerk Cook is clean-cut in appearance, cheerful and congenial and well liked by his associates. He is an Elk, a Mason and member of Oakland Parlor, No. 50, of the N. S. G. W.



Gilman W. Bacon

County Recorder



OOD citizens of Alameda County elected Gilman W. Bacon Recorder of Alameda County last November because his record showed that he deserved it. In 1902 he was elected to the office of County Auditor, and during

has been in close touch with the wage-earner as well as the employer and has been in a position to study the conditions existing between capital and labor, and should he be placed in a position of authority could be relied upon to treat both fairly and justly.

Mr. Bacon is a native of the Green Mountain State, born in Randolph, Vermont, on October 22, 1864. He received his education in the public schools of his native city and the schools of Denver, graduating from a business college in the latter city. He has been a continuous resident of Oakland since he was twenty-one years old. He has always had strong sympathies with the wage-earner and has been an active worker in the cause of labor almost since he took up his residence here.

In 1902 he was tendered the nomination on the Union Labor ticket for the office of County Auditor and was elected by a goodly majority. At the expiration of his term he became identified with the Franklin Association of Master Printers as auditor, which position he still holds.

In the primary election of August, 1910, the people direct showed their appreciation of his former work as County Auditor by nominating him for Recorder, and he was elected by a handsome majority.

Mr. Bacon married Miss Hester E. Wood of Oakland on August 4, 1887. He has one married daughter, Mrs. William R. McHaffie. He has a large circle of friends throughout the city who are ready and willing to give him loyal support whenever and wherever he needs it. He is a prominent figure in fraternal societies, being Past Master of Sequoia Lodge of Masons and at present treasurer of that lodge, member of Oakland Chapter No. 36, Royal Arch Masons; Oakland Lodge of Perfection, No. 2; Oak Leaf Chapter, No. 8, O. E. S.; member of the Odd Fellows, and the Carmen's Social and Benevolent Society.

his term of four years his work was systematically and promptly done, he was courteous and painstaking in his dealings with the public and there was no cause for criticism.

Mr. Bacon has lived in Oakland for the past twenty-five years, taking up his residence here in 1885. He went to work for the Oakland Street Railway Company and was retained in its service for sixteen years. He has been a worker for good government and public improvement; he





GEORGE W. FRICK
SUPERINTENDENT OF PUBLIC SCHOOLS
Courtesy of Dorsaz Photo

George W. Frick Superintendent of Schools, Alameda County



PUBLIC official who takes a heart interest in his work and whose broad experience as an educator has well equipped him for his duties is Hon. George W. Frick, the gentleman in active charge of public education in Alameda County.

Mr. Frick's father, George Washington Frick, taught school for a short time at Centerville about 1856, after which he removed to Sonoma County. He was a man of resolute character and sterling principles. He was one of the early Republi-

can pioneers in Sonoma County, before and during the years of the Civil War, and as a leader in the organization known as the Union League was a prominent factor in saving California to the Union. He was the Republican candidate for sheriff of Sonoma County in 1860, which county was then the hotbed of secession, but withdrew after making the campaign, giving way to the candidate of the Union party which was composed of Republicans and Douglas Democrats. During his entire life he was an ardent temperance advocate and as a pioneer of the Lompoc temper-

ance colony in Santa Barbara County, together with other leading citizens in that part of the county, was put in jail over night for forcibly taking the liquor out of the town drug store, which was violating the community agreement that liquor should not be sold in the colony, and throwing it into the street. No further illustrations are needed to show that George Washington Frick had the courage of his convictions and would not deviate a hair's breadth from what he conceived to be his duty.

George W. Frick was born in Santa Cruz, April 4, 1854, only four years after the birth of the State of California. Thus he inherited the qualities of a pioneer father and mother and was reared in the strenuous environment of frontier life. His schooling in this new western country was incomplete. He first went to a small ungraded school near Petaluma, and after attending a Prof. E. S. Lippett's private school in that town for a short time entered the Methodist College at Napa, which institution he left, however, without graduating, to work in the printing office of the Napa "Register" as a compositor, and afterward in this capacity on the Petaluma "Argus" and the Petaluma "Courier." Many of his spare hours were spent in study and reading. Thus it will be seen that Mr. Frick was, generally speaking, self-educated. About 1878 he passed a satisfactory examination and was given a teacher's certificate entitling him to teach in the public schools of the State. After having taught a private school at Lompoc for one term and another term in Sebastopol, in Sonoma County, he came to Alameda County in July, 1879, and began teaching in Castro Valley, being successively advanced to the principalship at Mount Eden, Hayward, San Leandro and the Tompkins school in Oakland. He was elected Superintendent of Schools of Alameda County in 1891, serving for four years. He then became principal of the Cole school in the city of Oakland where he remained continuously twelve years. In January, 1907, he was again elected to the office of Superintendent of Schools of Alameda County. In August, 1910, in the first direct primary election held under the

new primary law, he was directly renominated by the people for the Republican nomination of Superintendent, without opposition, polling 23,300 votes.

In an interview Mr. Frick was glad to talk on the general subject of education and the character of his conversation indicated a comprehensive understanding of his work and a sincere interest in the welfare of the rising generation and a sympathetic co-operative spirit toward the principals and teachers under his jurisdiction, as well as an ardent desire for the highest possible efficiency.

His administration has stood uniformly for increased salaries in order to secure the most competent teachers and to meet the demands of increased cost of living. Many changes of a progressive character have been introduced and the clerical and administrative features of the office work have been systematized and conducted according to up-to-date methods, and the public is always sure of courteous treatment. Mr. Frick has made a specialty of visiting in person the schools of his county frequently, it being his opinion that in this way only can the Superintendent be made of real value to the schools under his charge.

He said in part: "I consider the individuality of a teacher, or what might be called the teaching personality, is of much more importance than all other considerations in education, and for that reason it has been my constant effort, both as principal and Superintendent, to give the widest range to the individuality of the teacher, and also to promote this characteristic in the pupils. The development of the boy and girl into the ideal man and woman is the purpose of our public schools, and I believe that many methods may be used to accomplish that end. Manual training, physical culture and domestic science are rapidly becoming recognized as a necessity, and supervised play and recreation, as well as school sanitation and care of the health of our children, are imperative demands of modern times. We must be careful, however, to be sure that fads are not mistaken for real progress. We must be progressive, but make haste slowly. Our schools should be the

bulwark of national patriotism—not the loud and demonstrative kind, but real and deep-rooted patriotism, that which leads to the realization of the duties of a citizen and the dangers of corruption and wrongdoing in civil life, rather than the undue prominence sometimes given to deeds of warfare.

Superintendent Frick is well known socially in Alameda County. His domestic life was exceptionally happy. He married Miss Rhoda Louise Tucker, a native of Vermont and daughter of William Tucker. She was a resident of Oakland for many years and was a classmate of ex-Governor George C. Pardee at the University of California. She was class poet at the time of her graduation from that institution. Mrs. Frick died about eight years ago,

leaving two children, Gladys Childs, now seventeen and an exceedingly amiable and bright young woman, possessing marked musical ability and about to graduate from the Oakland high school, and Raymond Lincoln, now fifteen years old, who has just entered the Oakland high school, a thoughtful and promising boy.

Mr. Frick is prominent in fraternal circles, being Past Master of Eucalyptus Lodge, No. 243, F. & A. M., Hayward; a charter member of Oakland Chapter, F. & A. M.; Past Chief Patriarch Alameda Encampment, I. O. O. F.; Past Noble Grand of Sycamore, I. O. O. F., Hayward; Past President Oakland Parlor, N. S. G. W.; Past Exalted Ruler Oakland Lodge, No. 171, B. P. O. E.





JOHN F. MULLINS
CHAIRMAN BOARD OF SUPERVISORS

John F. Mullins Chairman, Board of Supervisors, Alameda County

 ONE of the young men of Oakland who has made a remarkable record for his years is Mr. John F. Mullins, the present Chairman of the Board of Supervisors of Alameda County.

While Mr. Mullins is a product of the Bay State, born in Leominster, Massachusetts, on October 6, 1880, he is a Californian at heart, as he has lived here since he was four years old. He enjoys an excellent education, having attended St. Joseph's Institute and St. Mary's College, Oakland, graduating from the latter insti-

tution in 1897 when but seventeen years of age.

In 1898 he associated himself with Goldberg, Bowen & Co., the big grocery house. Starting in at the bottom, he exhibited a degree of business ability and faithfulness that procured for him the confidence of his employers and business associates. When he resigned his position with this concern recently, after thirteen years' service, he was one of the department managers of the store.

In 1907 he accepted the nomination on the Republican ticket for City Councilman,

receiving the endorsement of the Municipal League, and was elected by a goodly majority. As Councilman he always supported all needed public improvements, favoring additional schools and the best educational advantages possible for the rising generation of Oakland. He also firmly believed in a strict regulation of the liquor traffic. He was instrumental in bringing about the filling in of West Oakland Park and fought hard for the improvement and development of the West Oakland water front, commonly called the Key Route basin.

In the fall of 1910 he was urged to run for County Supervisor and was elected by the handsome majority of 4,500 votes, the largest in the history of the district. Mr. Mullins enjoys the distinction of being the first candidate to defeat the "regulars" in that district. As County Supervisor, he acts on the Finance, Hospital and License Committees. As chairman of the License Committee he framed a new liquor ordinance, limiting the number of saloons and

granting licenses only under the most strict conditions. Mr. Mullins has always persistently fought "road houses" doing business under lax methods. As a member of the Hospital Committee he has advised modern buildings with up-to-date equipment, modeled after the best institutions in the United States. As a member of the Finance Committee he has always fought for an economical administration where the expenditure of public funds was involved and believes that all large issues in this respect should be submitted to the vote of the people.

Mr. Mullins was elected Chairman of the Board of Supervisors to succeed Mr. Horner when the latter was appointed County Assessor, vice Henry P. Dalton.

Mr. Mullins is well known in fraternal circles, being president of the Y. M. I., member of the Moose, and of the State Republican Committee. He resides with his father and sister at 1115 Poplar Street, Oakland.



FRED. WALTER FOSS
MEMBER BOARD OF SUPERVISORS

Fred Walter Foss

Member of the Board of Supervisors, Alameda County



GENTLEMAN known throughout Alameda County for his public spirit, broad views and fairness in matters coming before the County Board of Supervisors is Mr. Fred W. Foss, now acting as Chairman of the Finance Committee in that body.

Mr. Foss is a native of Missouri, born in Lynn County, on August 1, 1871. He came to San Francisco as a boy and attended the public schools of that city. Having decided upon a practical business career early in life, he entered the Commercial High School of San Francisco, of which

he is a graduate. After attaining a thorough practical school education he accepted a position as bookkeeper with the Central Lumber and Mill Company and was with that concern for two years, from 1887 to 1889. He then became associated with the C. L. Dingley Company as yard clerk, bookkeeper and salesman and acted in this capacity for four years, from 1889 until 1893, when he was tendered a better position by the Pacific Lumber Company.

In 1895, after having mastered the details of the lumber business thoroughly and having well merited confidence in his ability to succeed, he resigned his position

with the Pacific Lumber Company and established himself in the lumber business in Berkeley. His success was almost immediate, and the F. W. Foss Company, of which he is president, is now one of the well and favorably known business institutions of the county.

Mr. Foss enjoys the distinction of having been one of the fifteen Freeholders who framed the Berkeley Charter, and takes a just pride in the fact that he has been identified with the public affairs of that thriving city in some of its most important measures that will remain landmarks in its history. His progressive ideas and energy have done much for the city of Berkeley. He is an important factor in the Chamber of Commerce and was its President from 1895 to 1897.

The broad business experience acquired by Mr. Foss has made him a valuable acquisition to the Board of Supervisors. It has been his constant aim to see that all affairs coming before the Board are conducted along business lines and upon a "cash" basis. As a Supervisor he has used influence toward giving everyone a square deal, and an equal opportunity for legitimate competition in awarding public contracts and expending public funds generally. It has been his particular desire that all moneys should be used for improvements of a permanent sort that will remain monu-

ments to the county when carried out.

In an interview he said: "I believe that a community with the wealth of Alameda County should have an up-to-date and first-class public hospital. The institution should be sanitary in every particular, with the advanced scientific medical appliances and conveniences and a credit to the county. I believe that this important measure should be submitted to the people for approval and provided for in a bond issue, the burden of which should be distributed among those who will have need of an institution of this kind in future years."

Mr. Foss's marriage to Miss Anna M. Renwick, a social favorite of San Francisco, took place in that city in 1893. The married life of the pair had been ideal, until death carried off the young wife on New Year's Day, 1910. In her death Mr. Foss suffered a severe and irreparable loss. He has four young children, two girls, Anita L., 8 and Lulu R., 9, and two boys, William R., 13 and Elmer R., 2.

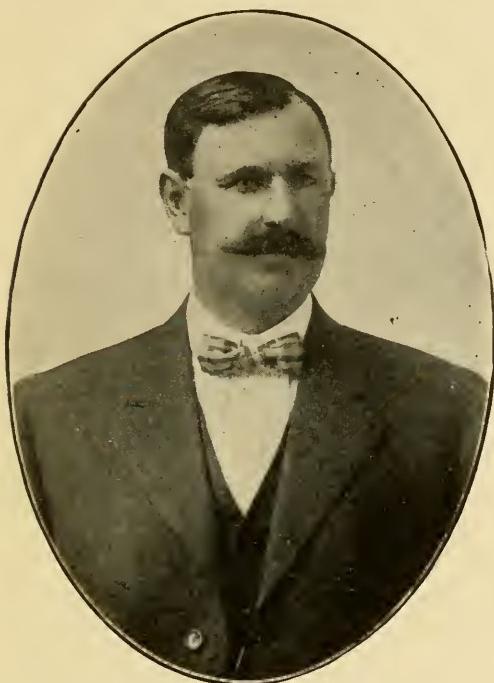
In politics Mr. Foss is a staunch Republican and was the first President of the Lincoln-Roosevelt Republican League of Berkeley. He is President of that organization at the present time. He is a member of the Berkeley Elks, Lodge No. 1002, I. O. O. F., Woodmen of the World and Past Vice-Chairman of the Hoo-Hoos of California.



W. B. Bridge County Supervisor



R. W. B. BRIDGE, who has been an aggressive worker for public betterments and an active factor in the political arena of Alameda County for a long time, deserves prominent mention in these pages for his public work.



Courtesy of Bushnell Photo

Mr. Bridge is a native of London, England, born on the 17th day of August, 1861. Coming to America in his early youth, he has assimilated Western ideas and principles, and is now thoroughly American. He received his education in the public schools of Alameda County, and later graduated from Taylor's Business College with honors. Being a young man, vigorous and fond of the open, he engaged in the business of raising cattle and ranching in this county, following that occupation for twelve years.

In 1896 he was elected School Trustee for Fruitvale, to which office he was re-elected at the expiration of his first term, serving in all six years. He made an excellent School Trustee and during his administration there were two schools built in Fruitvale, one on Fruitvale Avenue and one on Allandale Avenue. He worked hard for increased school facilities, working hard to have the number of school rooms increased from twelve to twenty-four. He also did good work as Road Foreman under J. R. Talcut, where he served for six years.

In 1907 he accepted the nomination for Supervisor, and was elected by a good majority, and at the subsequent election, in 1910, was again elected on the Republican ticket, receiving the endorsement of the Democrats as well.

As Supervisor, he acts on the Bridge and Road Committee, the Finance Committee, and has been a member of the Building Committee for two years. He is a strong supporter of good roads, having constructed about one-half of the Boulevard road, completing it in two years. He is also Chairman of the Hospital Committee. He believes that a thoroughly adequate and modern County Hospital should be constructed, and the money should be raised by a special tax, eliminating the big expense of a special bond issue election. He also favors the building of a new Courthouse.

In 1890 Mr. Bridge married Miss Rosina Heiser of Contra Costa County, a Native Daughter and a daughter of one of the old pioneers of California. There are four children, Ruth, 11, Ruby, 14, Miss Pearl, 17 and Miss May, 19 years, the two latter daughters being graduates from the Fremont High School, and the younger children attending Grammar School.

Mr. Bridge showed his strength in the last primary election, when he came out victoriously, notwithstanding the hard fight made against his election by the strong political faction in opposition.

Judge Daniel Joseph Murphy

Member Board of Supervisors, Alameda County



JUDGE D. J. MURPHY, the recently appointed member of the Alameda County Board of Supervisors, is a native Californian, born in Wash-

ington Township on March 5, 1863, and is at present a Director and Stockholder in the Farmers' & Merchants' Bank in that city. He has always been an active worker for progress and public betterments, not only in the district in which he lives, but has encouraged and supported all measures looking toward the development of Alameda County.

He was appointed Deputy Sheriff in this county about fourteen years ago under Bob McKillican and served one year. Subsequent to this he was appointed Postmaster of Livermore. In 1910 he was appointed by the Board of Supervisors as Justice of the Peace in Livermore, to fill the vacancy caused by the death of Judge Wright. He has been a member of the City Council in his home city for eleven years.

In the summer of 1911, he was appointed by Governor Johnson to a place on the Board of Supervisors of Alameda County to fill a vacancy in that body caused by the resignation of Supervisor Horner to assume the office of County Assessor. He is now acting on the Finance Committee, Committee on Public Roads and Bridges, and is chairman of the Committee on Public Printing. Judge Murphy will no doubt make an excellent Supervisor, as he has lived in this county all his life and knows what is needed in the way of public improvements. He states that as a member of the Board he will give particular attention to the improvement and extension of public highways, and wherever practicable will recommend modern steel bridges.

Judge Murphy is a member of the Native Sons, Druids, U. P. E. C., and several other clubs and associations.



HON. JUDGE D. J. MURPHY
MEMBER BOARD OF SUPERVISORS

ington Township on March 5, 1863, and is one of the representative citizens of Livermore, where he makes his home.

He has been successfully engaged in the general merchandise business in Livermore,



DR. CHAS. LEWIS TISDALE
COUNTY CORONER

Dr. Charles Lewis Tisdale County Coroner



HEN the statement is made that Dr. Charles Lewis Tisdale has had conferred upon him almost every honor in line with a medical man's ambition, we deviate very little from the literal truth.

Dr. Tisdale is a New Yorker by birth, born in the city of Auburn, N. Y., on the 2d day of June, 1858. He enjoys an unusually broad and finished education; after attending the public schools of Elmira, N. Y., as a boy, he entered Wesleyan College, of Lima, N. Y., of which he is a graduate. Later he attended the University of Michigan.

After completing his general education, he decided upon the medical profession as his field of usefulness, and it was about this time that he came to California. He went East, entered the Hahnemann Medical College of Chicago, and graduated from that institution in March, 1878. The doctor had made such a record in the medical college that he was enabled to graduate before he was 21 years of age, but, of course, could not legally begin active practice at once, as he had not yet reached his majority. The fact that he was in every other way fully qualified to engage in his chosen profession at this early age is in itself good evidence of his adaptability, and

ready grasp of the science of medicine.

Shortly after his graduation, he received an appointment from the Hawaiian Government as Government physician on the island of Hawaii, in which capacity he served for five years with credit to himself.

Probably most men would have been content with the knowledge obtained through a graduate course in a first-class medical college and a good many years of practical experience in active practice, but Dr. Tisdale seemed to exhibit an unusual thirst for knowledge, for, after his service in Hawaii, he went to New York City and took a post graduate course in the New York Homeopathic Medical College.

It was with this exceptional equipment that he came to Alameda and engaged in the practice of medicine, and his time has been busily occupied with the work of his profession ever since.

Dr. Tisdale was elected County Coroner of Alameda County in 1906. The public has shown its appreciation of its good fortune in having a man of his capabilities in that office and he was re-elected in the fall of 1910. During his tenure of office he has held over 2,000 inquests personally. The work of the office has vastly increased since his first installation and it now requires eleven deputies to handle the business of the department.

Notwithstanding the rapid growth and increased importance of the office, the work has been thoroughly systematized and conducted without friction or confusion. Dr. Tisdale has been a member of the Board of Medical Examiners for twenty consecutive years, and consequently holds the record for length of continuous service on that Board; he is its present secretary, and has been for the past seven years. He has been treasurer of the California State Homeopathic Society for the past twenty years and professor of physi-

ology and professor of theory and practice of medicine in the Hahnemann Medical College of San Francisco up to ten years ago.

In 1890 he consented to act as a member of the Board of Education in the city of Alameda, where he served for eight years, having been president of the Board for two years. He received the appointment of U. S. pension surgeon in 1898, and, after occupying this position for eleven years, resigned on account of pressure of other business. He was also for seven years physician for the County Jail, to which position he was appointed by the Board of Supervisors.

In addition to these various positions of responsibility, he has been chairman of the Congressional Committee of the Third Congressional District for many years.

Dr. Tisdale married Miss Emma Krum, in Schoharie, New York, in October, 1884. He is the son of Dr. Thomas P. Tisdale, who is now living, and practicing medicine in Alameda; the elder Tisdale enjoys excellent health, and is hale and hearty at the ripe old age of 80. Dr. Tisdale has three daughters, all popular socially, Mrs. E. L. Varney, Miss Ruth, 22, and Dorothy, 19, all graduates of the Alameda High School and the latter now attending the Girls' Collegiate School, of Los Angeles.

Dr. Tisdale has always been a staunch Republican, but, notwithstanding this fact, has received the endorsement of the Democratic party when running for office, which is the best proof of his efficiency and popularity. Personally he is bluff and frank in manner, full blooded, fond of all athletics, and one of the faithful "rooters" for the Oakland ball team.

He is well known in fraternal circles, being past exalted ruler of the Elks, Oakland No. 171, Oak Grove Lodge of Masons and several other organizations and clubs.

Dr. H. B. Mehrmann

Public Administrator

 R. H. B. MEHRMANN, the present Public Administrator of the city of Oakland, is a native of Wisconsin, born in Fountain City on August 17, 1864. He received his early education in



the schools of Wisconsin and Chicago. After four years in Chicago, he came to Oakland, where he has resided ever since.

In April, 1885, he graduated from the California Medical College with honors,

receiving his license to practice medicine just about 26 years ago, at the early age of 21. In 1898 he was elected County Coroner, in which office he served with credit to himself for eight years, until 1906.

In September, 1909, he was appointed by the Board of Supervisors to the office of Public Administrator, vice George Gray, and was re-elected to succeed himself at the last election. Dr. Mehrmann has introduced a number of improvements in the methods of conducting the business of his department since he took over the office. He insists upon the law being strictly adhered to. All moneys coming into his possession are immediately turned over to the County Treasurer, and no moneys are paid out except upon the order of the County Treasurer, countersigned by the Probate Judge of the Superior Court. He now has the work of the office so systematized that the standing and status of any or all estates can be determined in five minutes' time, as the records are filed according to business methods, and are posted right up to date at all times.

Dr. Mehrmann's marriage to Miss Anna C. Curdts, of San Jose, took place in that city on April 12, 1887. He has one daughter, Miss Helen Alice, about eighteen years of age, who is well known socially throughout the city. The doctor is prominent in fraternal circles, being a member of the Elks, Eagles, Woodmen of the World, Knights of Pythias, Odd Fellows, and several other clubs and associations.

Dr. Mehrmann is the son of Dr. J. F. Mehrmann, now practicing medicine, and well known in Oakland.



FRANK BARNET
COUNTY SHERIFF

Courtesy of Dorsaz Photo

Frank Barnet County Sheriff



OTWITHSTANDING his office, and the occasional unpleasant duties he is called upon to perform, County Sheriff Frank Barnet is as popular as any public official in Alameda County. He was born in Oakland on August 26, 1866, and has lived here all his life.

The secret of Mr. Barnet's popularity is not hard to find. He is a big, full-blooded, energetic man, of big ideas and broad sympathies. Being a true son of the West,

he is open and frank in his conversation, fearless in the performance of his official duties, and faithful and loyal to his friends.

Mr. Barnet could, if he chose to do so, furnish the publishers sufficient data to enable them to make this little sketch a very thrilling tale, because in the performance of his duties as Sheriff he has come in contact with many desperate criminals and has made several important captures. The interviewer asked Mr. Barnet to relate a few of these incidents for publication, and his reply was characteristic of the

man: "I could no doubt tell of several personal experiences in my dealings with law-breakers that might prove interesting, but in doing so it would necessitate mentioning the names of individuals, who, having served their sentences, are now no doubt trying to lead straight and honest lives, and through consideration for them I have no desire to add unnecessary publicity to incidents that are past and gone into history."

After finishing a good, practical education at the public schools of Oakland, and being possessed of a naturally artistic temperament, he found a position as an interior decorator. He did some unusually good work in this line in Oakland and vicinity for several years.

In 1897 he accepted an appointment as engrossing clerk in the Legislature and continued in the position during the session; in this work Mr. Barnet had under him eight assistants. He next was appointed License Collector under Tax Collector Barber, and following this was Deputy Clerk of the Supreme Court under

Mr. George Root. His next work was as shorthand Court Reporter for the District Attorney's office of Alameda County.

Mr. Barnet was appointed County Sheriff on March 2, 1905, by the County Board of Supervisors, to fill the vacancy caused by the death of Mr. John Bishop, and for his excellent record in the office was re-elected in the Fall of 1906 for an additional term of four years. In the primary election of August, 1910, the people again nominated him for the office and his re-election was assured.

Mr. Barnet is a member of several clubs and fraternal organizations, including the Elks and Native Sons. His marriage to Miss Minnie Thompson took place in Oakland on November 19, 1904, and has been a fortunate one. He takes great pleasure in the entertainment of his friends, and his home has been the scene of many social functions during past years. During his life's residence in Oakland he has made many friends, and what is more to the point, he retains the respect and goodwill of every friend he makes.



Percy A. Haviland

County Surveyor



HEN the interviewer called upon County Surveyor Haviland, in gathering material for this sketch, he found a quiet, retiring gentleman who was a little reticent in talking either of himself or his work. He is a man who no doubt holds that a man's work is of more import than his words; he dabbles



very little in politics and sticks pretty close to his professional duties.

Mr. Haviland is a native of Iowa, born in Fort Dodge, on September 8, 1865. Upon the foundation of a practical education in the public schools of his home town, he entered the Iowa State University, where he took a thorough engineering course.

After finishing his studies at the university he was tendered a position with the Union Pacific Railway Company in the Engineering Department, and after several years' satisfactory service with them, came to California. He established a private engineering office in San Luis Obispo and for two years did work of

various kinds as consulting engineer, drafting, and work of a similar sort in line with his profession.

Following this he came to Oakland, where he took up his residence. At about this time he accepted a position in the City Engineer's office, where he remained for several years.

Mr. Haviland has been connected with the Department of Engineering in various capacities in Alameda County for the past eighteen years. As County Surveyor he has conducted the work of his office in a business-like and systematic manner, and the public are to be congratulated in securing the services of a man of his broad experience, integrity and unquestioned ability in the Engineering Department of the county. He is uniformly courteous and prompt in his business transactions and in his dealing with his associates and office staff. The best proof of his popularity is the fact that he has, for two elections, received the endorsement of both the Republican and Democratic parties, and at the last election was nominated by the Republican, Democratic and Union Labor parties.

Mr. Haviland has recently had supervision of some very important public work. The construction of the county boulevard, which was planned by him, is widely known as one of the finest works of its kind in the State. He is at present engaged in work involving several millions of dollars, in the matter of laying out a sewer system from Oroville to Tulare and similar work in Pleasanton and other points in the State.

Mr. Haviland's marriage to Miss Anna Knight of San Francisco, who comes from a prominent English family, took place in that city in 1895. There are two children in the family, one boy, Carlton, aged 10, and Marian, a daughter of 12.

Mr. Haviland has had to make his own way in the world, and is what is generally called a "self-made" man. During his long residence in Oakland he has become well liked in both his social and business intercourse, and has many firm friends throughout the county.

Maurice S. Stewart

Actor-Artist



WELL-KNOWN young artist of Oakland, who has had a unique and interesting career, is Mr. Maurice S. Stewart. A native of St. Louis, he attended a military academy, in his early youth, but received most of his



education through broad travel and observation.

He was practically raised in the theatrical profession, and has visited nearly every city in the country during his tours. He came to the Pacific Coast with the "Crystal Slipper" company in 1891, and played for two years in the old Grand Opera House in San Fran-

cisco, and quite recently in the Alcazar Theatre in that city. He also acted as leading comedian for Bishop's Players in Oakland for four years.

Mr. Stewart has always been keenly interested in the art of photography, and even when an actor derived considerable pleasure from it as a pastime. About seven years ago, he established his present studio at 460 Thirteenth Street, Oakland, and has been pre-eminently successful. For a number of years he did all the outside work for Wickham-Havens, and during the construction of the big plant of the Standard Oil Company at Point Richmond, made all the photographs which were sent to the headquarters of that concern in New York. He has also made a specialty of lantern slides for the use of lecturers, and moving picture theatres; he is agent for Bausch & Lomb of Rochester, N. Y., manufacturers of stereopticon appliances and agent for the Edison moving picture machines.

It is significant that Mr. Stewart has selected the city of Oakland as his home and place of business, notwithstanding the unusual opportunities he has had to study many cities in the country.

Mr. Stewart's marriage to Miss Carolina M. Stivers, a daughter of Dr. Stivers, a well-known professional man, and for a number of years member of the Faculty of Cooper's Medical Institute of San Francisco, occurred in Oakland in 1893. He has one daughter, Gladys, aged 11. About two years ago he built one of the most artistic little homes in Piedmont, at a cost of \$9,000.

Mr. Stewart is widely known among professional people, literary men and artists. He also takes an active interest in all athletics, and was for a long time captain of athletics of the Reliance Club of Oakland.

Many of the pictures in this volume are the products of Mr. Stewart's studio.

1867 Alameda County Jail, Oakland, California.



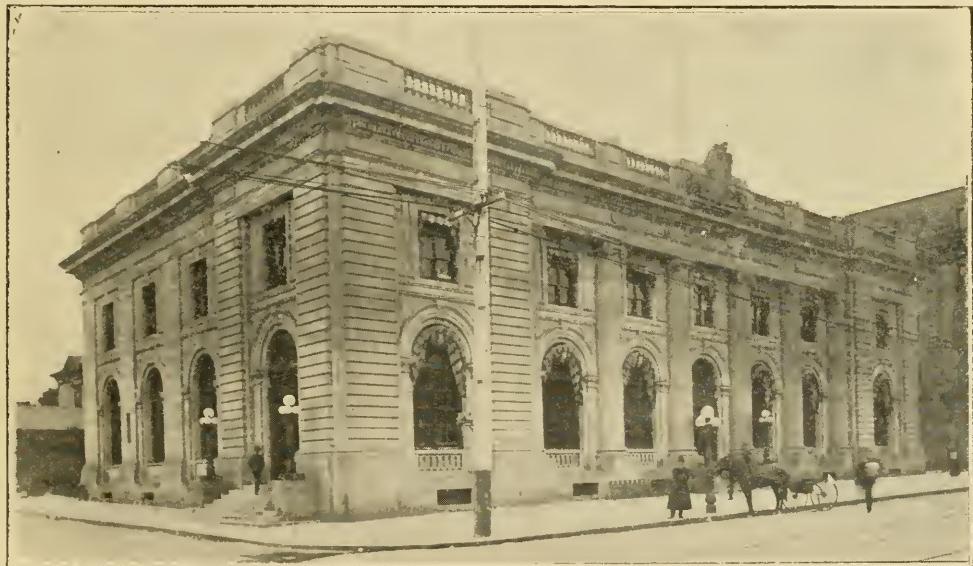
Alameda County Jail, Oakland, California



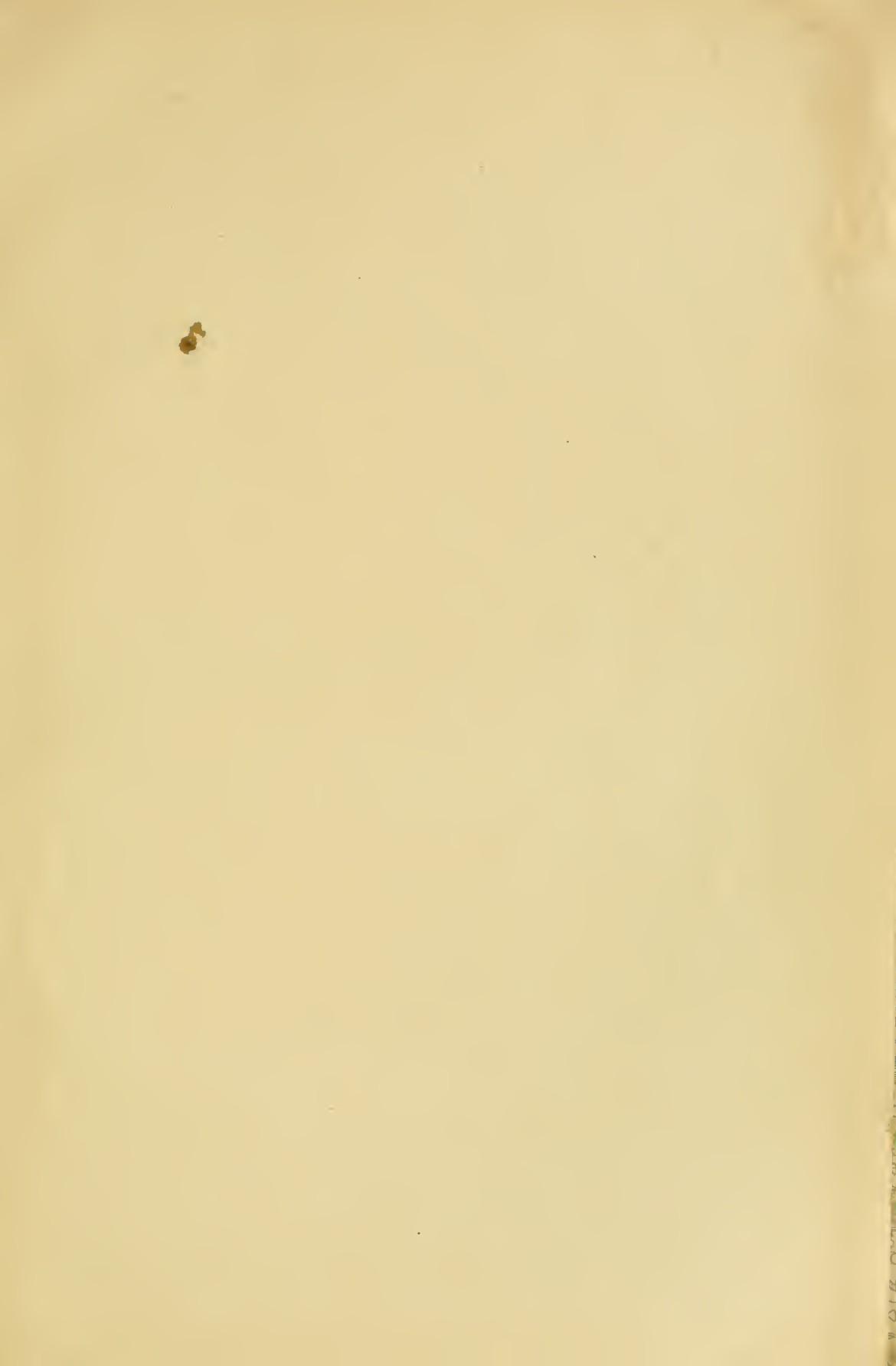
Bacon Building, 12th and Washington Sts., one of the handsome and well-appointed office buildings of Oakland



Spa, Bowling Alley, Gymnasium and Billiard Rooms in Oakland's Y. M. C. A.



Post Office, 16th and Broadway, Oakland, California









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